

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Vol. LXXVII. NEW YORK, OCTOBER 26, 1911.

No. 4



UNIV. CT. LIB.  
OCT 13 1911  
GENERAL LIBRARY

We have here a sort of Trust Company in which are deposited the advertising experiences of many business men.

Of course every advertiser knows how his own problem was solved. It has, however, been our privilege to share the effort with a large number, and we naturally know how a great many advertising successes were worked out in many different lines.

In proportion to the difficulty in doing successful advertising, is the satisfaction when success has been achieved.

What we have learned about advertising in general and in particular, during our forty-two years of keeping-everlastingly-at-it, is at the service of right people with right propositions, who are looking for the right way.

Philadelphia

New York

Boston

Chicago

Cleveland

## \$900.00 Worth of Jewelry Before Christmas

But you must know that the town is a little farming community of only 1301 people.

And the store—well, the store is certainly not a "Tiffany's."

Its business is to supply the farmers' needs. It has a strong leaning toward agricultural implements.

This year it sold 65 De Laval Cream Separators—ten in a single week. And cream separators run into real money.

It also sold, among other things, 25 Deering Binders. And Deering Binders average \$150.00 each.

The bulk of its stock follows along similar lines. So you see it cannot be referred to as exactly a jewelry shop. This is only a small end of its business.

Then again jewelry is an ideal mail-order article.

All the big Chicago houses run it strong as well as a dozen or two specialty mail-order jewelry concerns.

Yet this little store in this little town in spite of all competition manages to sell an average of from \$800 to \$900 worth of jewelry just before Christmas!

How's that for a proof of the farmer's prosperity and his willingness to spend

money on the most needless of luxuries. With all handicaps, an average of nearly \$4.00 worth of jewelry per family for Christmas!

How many city stores can show even as much as one-fourth that average?

Yet they are "logical centres" on such lines and draw trade from hundreds of miles around to bring up the percentage.

No, this is not a bid for jewelry business—merely another proof that with no immense fortunes the individual average buying power of the farmer is high.

And standard farm papers reach the best farmers in America. Through them you can reach a waiting market for anything which adds to the comfort, convenience or solid pleasures of life.



THE MARK OF QUALITY

### Standard Farm Papers

are	Indiana Farmer
Farm	Home and Farm, Louisville
	Town and Country Journal, San Francisco, Cal.
Papers	The Farmer, St. Paul
	Oklahoma Farm Journal
of	The Ohio Farmer
	The Michigan Farmer
	The Breeder's Gazette
Known	Hoard's Dairyman
	Wallaces' Farmer
Value	Kansas Farmer
	Wisconsin Agriculturist

Wallace C. Richardson, Inc.  
Eastern Representatives  
41 Park Row, New York City.  
George W. Herbert, Inc.  
Western Representatives  
First National Bank Bldg.  
Chicago

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE JUNE 29, 1893.

VOL. LXXVII. NEW YORK, OCTOBER 26, 1911.

No. 4

## BRINGING SYSTEM INTO AUTO SELLING

SALESMEN PLACED ON SEMI-MILITARY BASIS—UNITED STATES MOTOR CAR CO. RETURNS ONE-THIRD OF AMOUNT SPENT BY DEALER IN ADVERTISING—GREAT EFFORT IS TO ENLIST HEARTY SUPPORT OF BRANCH MANAGERS AND DEALERS

*By Benjamin Briscoe,*

President, United States Motor Co.

Distribution of a product is the second great problem every motor car manufacturer must face. Production is his first problem but distribution is his second and it is no less important than the first.

For the season of 1912, we expect a substantial increase in the number of cars sold over the number sold in 1911, and we believe that the average price will be about \$1,000 each, which is somewhat lower than last year, and is brought about by the increased demand for moderate-priced cars.

About 900,000 horse-drawn vehicles are sold every year, not counting farm and delivery wagons. We can safely assume that there are 7,000,000 vehicles in daily use and that they are drawn by 10,000,000 horses. This will give some idea of the great field for the motor car and justifies the manufacturer in planning for a larger output this year.

Of the big production necessary to supply the demand, the major portion will be made by a comparatively small number of big producers, while the cars that will sell best are certain to be those of reputation that supply ample power and modern style at low prices.

All this indicates how great a problem the distribution of such a product becomes. A manufac-

turer can bring about economy in production, by organization and specialization, he can produce a quality product at the lowest possible cost, but after he has done this only half his problem has been solved.

Heretofore, the cost of selling motor cars has been too great, due largely to the fact of insufficient time to work out the proper selling organization and due also to the fact that the purchasers of cars were unwilling to wait a reasonable length of time before delivery.

As a result much was sacrificed for time. With few, if any, exceptions, the prime object of all motor car builders was to deliver the cars at the quickest possible moment in order to satisfy the popular demand. These conditions are changing.

The demand for motor cars, particularly utility automobiles, has steadily increased and will continue to increase, and the whole industry is on a safe and firm foundation. Order has been brought out of chaos until the responsible automobile builder of to-day is handling his affairs in the same orderly manner followed by other manufacturers who have been in business for scores of years.

The net result of this change is a better product for the same producing cost and distribution of product at a lower selling expense.

The public is more or less familiar with the economies that may be practiced in the production end of the business but I believe a great many people fail to realize the importance to them of economy in distribution.

Distribution may be divided into advertising and selling. While advertising is a part of selling, yet for the sake of con-

venience, we may discuss them separately.

A few years ago, a motor car builder was so busy turning cars out of his factory that he was able to give little or no time to the selling end of his business. This condition continued for some time, but the attention given to the manufacturing end of the business resulted in such splendid organizations being formed that during recent years most manufacturers have given half their time to the selling end of their business.

In other words, the manufacturing end progressed much more rapidly than the selling end. All the selling organization had to do was to take orders, and as a matter of fact, conditions precluded any attempt at real salesmanship.

Within the last two years, the selling organizations have been strengthened and many economies have been worked out. It was found that unnecessary transportation charges were being paid, unnecessary storage rents were being met, too many men would be operating in one territory, whereas another territory remained unoccupied and unworked, and that probably 50 per cent of the work of the selling organization was lost motion.

Gradually, the motor car builder began to rebuild his selling organization. System was adopted and out of confusion came orderliness. The entire country was blocked off. Only reliable and responsible dealers were secured. Trained and able salesmen were placed in charge of districts. The problem of shipments was carefully studied until all selling districts and territories could be supplied economically and promptly.

The vast army of salesmen were placed upon a semi-military basis until to-day, the larger and more responsible builders have selling organizations equal to those in any other line of endeavor.

After working out the selling organization, the next step, in an effort to produce the greatest

returns for the most economical expenditure of money, was made in advertising. While in a general way a number of automobile companies went through the same change in their selling organizations, in the solving of the advertising problem, I can only speak of the policy of our own company.

In an effort to further concentrate our selling efforts where needed, and to enlist the hearty support of our forty-five branch managers and our thousands of dealers throughout the United States and the rest of the world, we adopted the policy of standing a share of the advertising expense during the next year. Every dealer handling Columbia, Maxwell, Stoddard-Dayton or Brush cars and Sampson trucks, is given the privilege of doing such newspaper advertising as he deems necessary, and when he sends us a receipted bill for the money spent, we return one-third of the amount. This is a concession which as far as we know has never before been granted by a motor car builder.

At first glance this may appear to be a questionable undertaking, but upon careful consideration, it will be found that it is really an economy in advertising, beneficial both to the manufacturer, the seller and the purchaser of a car. The answer is found in the word "concentration," for the advertising is done in the locality where it is the most needed and where it will do the most good. The dealer naturally scrutinizes his expenditure, advertises in newspapers that will do him the most good and does not waste his advertising ammunition shooting where there is no game.

This, to a large extent, enables us to concentrate our national advertising expenditures. We now confine ourselves to a limited list of the best and highest grade national mediums, but feel they are sufficient to back up our local newspaper campaign.

All this means lower cost in the distribution of our product and saving for the purchaser of our cars. We sincerely believe



# RESULTS

## The Prime Factor

And results are apparent only when an advertiser uses papers *known* to pull in business.

If advertisements placed before 1,750,000 readers are proving efficiency of the medium, then there is no use in discussing at length the reasons why these results are gained.

The real, significant reasons can be bunched in a short paragraph:

Hundreds of advertisers have used *The Vickery & Hill List* and *The American Woman* for years.

Are still using these papers.

There's no sentiment accompanying continuous patronage.

Better use this proven course for your own business.

*The Vickery & Hill List* has a total circulation of 1,250,000 copies monthly, *The American Woman*, 500,000.

Advertising forms close the 10th of the month preceding month of issue.

### The Vickery & Hill Publishing Co.

30 N. Dearborn St.  
CHICAGO

AUGUSTA  
Maine

Flatiron Bldg.  
NEW YORK

that we have reduced waste in our advertising fully 25 per cent and this saving does not mean a smaller advertising appropriation, but it does mean the greatest possible results from our advertising and enables us to give a greater value in our product.

Let the purchaser of cars not only scrutinize the production of methods of a company, but let him look closely into the selling methods. The purchaser of a motor car should bear in mind that a manufacturer who produces economically and sells economically, can give him the value he is looking for.

In other words, "concentration" and "specialization" should extend into every part of a great motor car organization.

As to the prospects for next year they could not be better. More cars will be sold than ever before and the public is discriminating.

The buyer wants reliability in operation, just as we expect in a locomotive. Power and style and, of course, the proper prices, are influential factors, for the public's knowledge of motor cars is increasing and they have well defined ideas as to what is best for their particular needs. For that reason the designs and types that were offered for 1912 are meeting with unanimous approval as evidenced by the enthusiasm and orders coming through from dealers everywhere, who feel that the 1912 demand will be greater than ever before. In no previous year at this time have we had so many orders on our books for immediate delivery.

That the farmer is growing more and more a factor in our prosperity is amply proven by reports from the farming districts.

We find that the cotton crop in the South this year will be one of the greatest in history, and while in some places crop reports are unfavorable, I am convinced that the general prosperity of the farmers will not be affected to any great degree. Crops in the Dakotas are bad, because of the dry weather, and

similar conditions to a lesser degree exist in Kansas, Nebraska, Oklahoma and parts of Texas. The farmers are buying cars and will continue to buy cars in greater quantities than ever before, because their use is profitable and they make for better living conditions in the agricultural districts.

---

#### DEATH OF E. R. BLAINE

E. R. Blaine, president of the Blaine-Thompson Company, advertising agents of Cincinnati, O., died suddenly of apoplexy at his home, The Auburndale, early on the morning of October 17.

Mr. Blaine had been in excellent health and his death came as a surprising shock to his associates and friends. During the past summer he had been prominent in civic life and as acting president of the Commercial Association of Cincinnati, was at the head of a successful campaign which resulted in the recruiting of 1,500 members to that association.

Before entering the advertising business, Mr. Blaine was in the United States Internal Revenue Service as deputy collector of the Lexington district. In the early 90's he became associated with John Brisben Walker with the *Cosmopolitan Magazine*.

Mr. Blaine, who was a cousin of the late James G. Blaine, was a native Kentuckian, and the obsequies occurred at Maysville. A widow survives him.

Eleven years ago Mr. Blaine was one of the founders of the Blaine-Thompson Company, which will continue.

The directors of the Blaine-Thompson Company at a special meeting held October 21 made this official announcement:

"With deep sorrow we announce the death of our president, E. R. Blaine, who passed away Tuesday, October 17.

"In making this announcement, we desire to assure clients and publishers that the Blaine-Thompson Company's service will be continued as heretofore.

"THE BLAINE-THOMPSON CO.

"J. E. Blaine, J. E. Blaine, Jr., Geo. A. Shives, Ren Mulford, Jr., Directors."

---

#### J. WALTER THOMPSON COMPANY OPENS CANADIAN OFFICE

J. Walter Thompson Company has opened Canadian offices with headquarters at Toronto.

John C. Kirkwood has been appointed manager. Mr. Kirkwood is a Canadian and for the past five years has been on the staff of the *London Daily Mail* as advertising writer and counsel. His signed full page reader advertisements in the *Daily Mail* have attracted marked attention.

# Plain Facts About Northwestern Conditions

NOT ONE ADVERTISER IN TEN realizes that the Northwest has rapidly changed from a wheat country to a land of diversified farming and live stock raising. There are nearly 900 co-operative creameries in Minnesota alone—no other state, save one, has as many. The live stock industry here has grown faster than in any other section. A thorough understanding of these facts is important for all advertisers seeking trade in our section. We want to send you

## LETTERS FROM LIVE STOCK FARMERS

which point out the above facts in a simple way. This booklet was prepared for farmers, but is full of suggestions for advertisers. It shows just what Northwestern farmers want in a farm paper, how farmers get results from advertising their own products, and what kind of service a farm paper must give them to be of value.

Northwestern farmers who raise live stock advertise almost exclusively in



ST. PAUL

MINNESOTA

This is the only paper in the Northwest which has the undivided support of the stock raisers and which has for years carried on the missionary work of interesting its readers in better stock. The men who have followed these teachings and have changed from a one-crop plan to diversified farming and live stock are the most progressive and most successful farmers in this territory. They are also the most important class in the Northwest to-day and they unitedly support The Farmer and no other Northwestern publication.

140,000 guaranteed circulation every week.

Rates 60 cents down to 50 cents on contracts.

Let us send you these letters at once.

## THE FARMER

ST. PAUL, MINNESOTA

Chicago Office  
Geo. W. Herbert, Inc.  
Manager  
First National Bank Building



New York Office  
Wallace C. Richardson, Inc.  
Manager  
41 Park Row

## HOW TO WRITE ADS TO THE FARMER

ARGUMENTS THAT MOVE THE MAGAZINE READER MAY FAIL TO CONVINCE COUNTRY PEOPLE—THE FARMER WANTS FACTS FIRST OF ALL AND LAST OF ALL—HE IS LIKE THE ENGINEER IN BUYING—THERE ARE NO STANDARD FARMING CONDITIONS—EACH FARM READER BEGINS A PROCESS OF ADJUSTMENT TO HIS LOCAL CONDITIONS THE MOMENT HE IS INTERESTED

*By James H. Collins.*

If an advertising man were to spend a summer among real farmers, he would be astonished to find some of the widely advertised goods, synonymous with marketing success, and supposed, in agency circles, at any rate, to be known from one end of the land to the other, are often quite new and unheard of to country people.

There is the piano-player, for an illustration.

That device has been described in the magazines every month for the past ten or fifteen years, at least. It has changed the whole status of the piano trade, and become a fixture in Suburbia.

Yet the farmer seems generally to have heard nothing about the piano-player. If the advertising man will take one into the country he will find the farmer's interest in it quite fresh and original. He will look it over as a machine for playing the piano, ask how it works, and if that is just the same as any other piano, and if anybody can run it. The advertising man, as he explains, will silently wonder what has become of all the player advertising.

When the farmer's mechanical curiosity is satisfied, his interest suddenly ceases. Dwellers in Suburbia not only understand the player in theory, but are pretty sure to want one. Advertising has sunk in, made plain the pleasure, created the desire. But the farmer doesn't want one! He has not seen the advertising, ap-

parently; doesn't know what a player would do for him. The desire is not there. He thinks it is costly, and not much different from his phonograph, which he understands—besides, his daughter plays the organ.

The farmer's knowledge of many other advertised things is just as limited. No matter what the agency men in New York and Chicago believe about commodities that have "covered the country," the advertising hasn't touched the farmer, and with reference to many familiar articles, the advertising man spending his summer on a farm would find himself in somewhat the same position as Mr. Johns, of the Batten agency, some years ago.

Mr. Johns and one of his clients were on a steamship, and met a pleasant chap in the smoking-room. Johns introduced himself, and then his client.

"This is Mr. Ames, and you know his business, because you have often heard of the Ostermoor mattress," said Johns, confidently.

But the new acquaintance hadn't heard of it. He tried to be courteous, and Johns and his client tried to help him recollect where he had heard of Ostermoor. But he couldn't remember, because the recollection wasn't there. No matter how many million times Ostermoor ads had appeared in the magazines, this man hadn't seen them, and that was all there was to it.

The chief weakness of advertising copy aimed at the farmer, as the present writer sees it after a couple of years' experience in buying for a farm, is that too many things are taken for granted, and certain essential facts left out.

The advertising man has one point of view, and the farmer another. In the advertising man's mind, when he writes the argument, is likely to be a typical suburban consumer, an office man of fairly good purchasing power. Within two blocks of this comfortable consumer's home there is the grocery store, the drug store, hardware dealer, plumber and so

## "94% First Class Prospects"

We welcome investigations. The more an advertiser knows about our subscribers the easier for us to get business.

We recently took an investigative advertiser a list of our Jefferson County subscribers. He sells a high class article and must appeal to substantial farmers.

Here is the "official assay":

There were  $19\frac{1}{2}\%$  of the names with which he was unfamiliar, those were discarded. Of the balance  $1\%$  were of no value for *his* proposition;  $5\%$  were of questionable value; the balance, *94 per cent*, were first class prospects—exactly the men he wished to reach.

And of the total of  $80\frac{1}{2}\%$  of recognized names nearly half—to be exact,  $48\%$ —owned at least 100 acres of land! And farm land in this section is worth \$125.00 per acre!

Do you wonder that Wisconsin Agriculturist advertising at less than half-a-cent-a-line pays?

Have you any questions about quality of circulation or the ability of our subscribers to buy your goods? We'll be glad to submit facts for your consideration. Address

### The Wisconsin Agriculturist

ARTHUR SIMONSON, Publisher  
Racine, Wisconsin

Geo. W. Herbert, Inc.  
Western Representatives,  
First Nat. Bank Bldg., Chicago

Wallace C. Richardson, Inc.  
Eastern Representatives,  
41 Park Row, New York City.



Member Standard Farm Paper Association.

forth. The advertising writer directs most of his ingenuity toward devising some fresh, forceful dressing of his facts about bath-tubs or patent metal lath, puts a lot of emphasis upon the comfort the suburban consumer can have if he installs them, and leaves technical points to the local plumber. "Ask your plumber—he knows" is the usual way of covering installation. It is assumed, and rightly in most cases, that the suburbanite wants nothing but results. He has the money to buy comfort. Hammer comfort at him until he gives an order to his plumber or mason, and the business is done.

Now, the farmer needs different copy. He goes six miles to his nearest grocery, and a drug store is ten miles off. If he wants a bath-tub, it must be shipped to his railroad station, and he hauls it home himself. Connections must be of a kind that a country machinist can install.

The suburban consumer can be moved by an appeal to his imagination, but the farmer is most interested in facts—kind and cost, weight and dimensions. So, where copy for the average magazine reader may leap from mountain peak to mountain peak in its arguments, that for the farmer must be very literal—even painfully exact in catalogue details.

When a country dweller sends inquiries to advertisers with copy, organization and trade keyed to the average magazine reader, it is very likely that amusing things will happen.

In building a small addition to a farmhouse, various materials were needed. It was thought that some quick way of finishing inner walls might be found. About the time this detail came up the country builder in charge of the job received a folder from a New York company making plaster-board. That builder has been erecting good houses in his New England township for more than forty years. But this folder, headed "*Your Chance to Make Good*," talked to him on the assumption that his work thus far

had been a failure for lack of that patent plaster-board. Its whole argument was in that strain, with little indication of what the board was, or in what form it came, or how it was applied, or what it cost. An inquiry was sent for sample and price. The company's sales manager immediately replied that their Mr. Hayes, locality indefinite, would get in touch with the inquirer personally or by telephone. As the inquirer is twelve miles from a railroad station, and wants only a small quantity of the material if he wants it at all, it is difficult to see wherein the personal work of Mr. Hayes could accomplish one-tenth the good that a sample and prices would have done, sent promptly by mail.

Another inquiry, for metal lath, was taken up as though the inquirer were a big contractor, and answered with everything but definite prices on the stuff. To this day the writer does not know what either of those materials can be bought for.

Some advertisers are not merely careless in giving such necessary information as prices, but their methods are uncomfortably close to deception.

A glowing description of a patent shingle attracted attention. The catalogue stated that it was 25 per cent cheaper than wooden shingles, and quoted what purported to be a price of \$5 per 100 square feet. At first glance, that price seemed to include delivery. As an example of apparent trick work in prices perhaps it will be well to reproduce that paragraph here:

**PRICE, FREIGHT PREPAID**

Wonder Shingles are sold by the square, based on a sufficient number of shingles to cover space of 100 square feet, laying five inches to the weather. The price is \$5 per square, including sufficient free nails to lay it, f. o. b. Alma, Mich.

The nearest selling agents were written. They stated that the price was really \$6 a square, plus freight, and that the small-type "f. o. b. Alma, Mich." was what they went by—not the large type in that heading. Now, at

*The*  
**H. SUMNER STERNBERG CO.**  
*A D V E R T I S I N G*

**I**N order to maintain the high standard of excellence as to service and system that has always been our aim, we beg to announce that increased business, necessitating a larger force and larger floor space, has obliged us to remove from 12-14 West 32nd Street, to

**THE LINCOLN TRUST CO. BLDG.**

**208 FIFTH AVENUE**

**NEW YORK CITY**

Here, we shall continue to live up to our belief that

Advertising is *Merchandising*

**T**O study the goods; to analyze the conditions; to note the strong points and the weak points of existing markets; to strengthen the product and increase its selling possibilities; to prepare for proper expansion according to laws of supply and demand; to create ideas, formulate plans, select mediums and consult as to ways and means of practical salesmanship; that's our idea of **ADVERTISING.**



even \$5 a square these patent shingles are more expensive than first quality red cedar shingles, which can be had for \$4.40 a thousand, and that quantity will cover more than 100 square feet.

Some years ago one of the great public service corporations set its engineers to testing type-writer ribbons and carbon paper. It was found that, buying pretty labels and trade names, the company had been paying about double what good ribbons and papers could be bought for on strict engineering tests of quality. To-day no selling argument could possibly influence that company in buying office supplies. Everything is tested by the engineers. They get the facts.

The farmer buys almost on an engineering basis. He has no testing laboratory, true. But he has a wide experience with materials, and can draw on neighbors' experience. He compares price, quality, wear and such points. An advertised article must be squared with his local conditions before he buys—what is all the concrete building argument likely to accomplish in a section, for instance, where sand and gravel have to be hauled ten miles?

So, copy for the farmer can safely leave out most of the emotional appeal that is apparently effective with the suburban consumer. Actual results seem to demonstrate that you can tell the suburban consumer to go and wink at his grocer and he will do it, and that starts distribution of goods and a solid trade. But the farmer wants something more definite. His grocer is six miles away. He wants to figure and compare, and for that purpose likes to get the price—the real, net price that the seller will ship the goods for—with as little correspondence and follow-up as possible. The price ought to be in the advertisement. Weights and dimensions ought to be in it. A summary of details of installation ought to be in, and approximate running and repair costs, and what the darned thing will do in rain, snow, sun, wind,

drought, flood, frost and altitude.

Suburbs and cities are pretty nearly standard nowadays. Grocers are grocers in Maine or Texas, and hardware is hardware. A standard advertising argument will have about the same appeal to the professional, salaried and mercantile classes of Dallas or Tacoma as to the same classes in East Orange, N. J., or Evanston, Ill.

But the big point about farm copy is, that farming is not standard. The very moment a farmer has been interested in an advertised article, he begins mentally installing it on his own place. Until he knows how it is going to work there, the desire to possess it will not take shape. He figures it all out, and it makes worlds of difference whether he is a dairy farmer in New York, a truck farmer near Cincinnati, a cotton farmer in Mississippi, a corn farmer in Nebraska or an apple farmer in Oregon. This country is vast, and the variations in climate and other conditions furnish infinite combinations. Only the farmer can adjust the goods for himself, and so that is the best farm copy which backs up selling talk with the greatest number of cold facts. Give him enough facts, and he will do the selling himself.

---

#### HENRY B. HUMPHREY HEADS PILGRIM PUBLICITY ASSO- CIATION

---

The Pilgrim Publicity Association of Boston, at its annual meeting October 4, elected Henry B. Humphrey president of the association.

Other officers chosen were: First vice-president, Patrick F. O'Keefe; second vice-president, Howard W. Dickinson; secretary, William J. Beal; treasurer, D. N. Graves; directors, Walter E. Anderson, F. F. Baker, John K. Allen, Hugh Burke and Irving J. French. Other directors who will continue in office another year are Elmer J. Bliss, Arthur J. Crockett, George E. Hopkins, Ben S. Jacobs, Tilton S. Bell and George W. Coleman.

---

The Fort Worth, Tex., Ad Men's Club has sanctioned a plan to hold "work bench" meetings each week under direction of Henry Z. Unger for instruction of members in all forms of practical advertising.

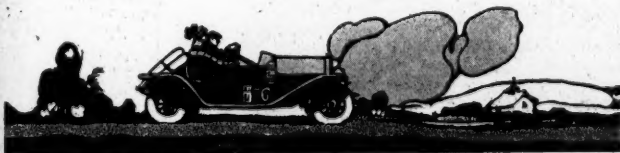
# *Automobiles*

Ask any Automobile Salesman if he would not consider himself fortunate to be placed in personal touch with the 200,000 homes reached each month by Scribner's Magazine.

Naturally:—

To the advertiser SCRIBNER means a selected list of the best American homes—a logical, permanent and economical means of securing the attention of people who have the leisure, the means and the desire necessary to the enjoyment of the automobile.

The first automobile advertisement in Scribner's Magazine appeared in December, 1900. Since that time SCRIBNER has carried practically all the best automobile accounts in the country.





# em by their Fruits!"

mond Journal

**A. MOROSO**  
IN LITERATURE

**RICHMOND NEWSPAPER**  
DAILY DRAWING TO HEAD  
OF CONTRIBUTORS.

the formerly enjoyed reading  
articles of John A. Moroso,  
of a few years ago were one of  
the enjoyment, and have it in  
the past, by a monthly parusal  
of the Red Book, and other leading  
works in which Mr. Moroso has  
one of the staidest contributions  
in the time.  
The Red Book, while  
"detestable type," is character-  
ized by Mr. Moroso, possessing the  
encouraging suggestions, the  
most teachings and the same  
heart of "style." Those who  
do not believe he has the right  
name, even though his name  
is attached to them.

THE CHICAGO RECORD-HERALD

## Lively Golf Stories.

"The Magic Mashie," by Edwin L. Sabin, Furnishes Entertainment Even for Those Who Are Not Golfers.

"The Magic Mashie, and Other Golfing Stories," by Edwin L. Sabin, is a volume of some 200 pages, containing fourteen exceedingly bright and readable stories, all of which pertain, more or less, to the game of golf. The stories are good enough to have compelled the reviewer, who knows nothing about golf, to read them through, every one, with keen delight. It is only reasonable to conclude that they possess at least an equal degree of interest for golfers. They are certainly fresh, original and to the point, and are truly "short stories" in the best sense of that term, as elucidated by Professor Brandner in his essay on "The Philosophy of Mathematics in the Short Story." The tales collected in this volume originally appeared in a half dozen well known magazines.  
(The Magic Mashie, by Edwin L. Sabin A. Wessels Company, New York. 41.)

Everybody's Magazine

Mr. EUGENE F. LYLE, JR., has made a dashing entrance into the field of romance with his first novel, "The Missourian"; there is all the effect of loud hoof-beats, shining armor, and a waving plume. So brave an array cannot pass unnoticed, and there will be readers in plenty for "The Missourian"—not alone in Missouri, whence the young Confederate soldier-hero issued, nor in Mexico, where, in Maximilian's time, the high-colored story is placed. Jacqueline, the French marchioness "with mischief in her handsome head," is a heroine of a decidedly piquant if somewhat theatrical type, and Rodrigo Galan is a brigand whom even without Mr. Ernest Haskell's convincing illustration we should promptly accept as the undiluted, out-and-out variety. But Mr. Lyle has been as lavish of his characters, to say nothing of his incidents, as if there were no such thing as second novels to be saved and garnered for. The reader is scarcely in a position to protest against Mr. Lyle's 600 pages when the writer has put so much in them. One of the most obvious things about the book, indeed, is that it contains material for a five-act drama, a form in which it is quite likely we shall ultimately see it reappear.

## THE WRITER

Frances A. Ludwig, author of the story, "Miss Mary's Home," is Mrs. George S. McCann, of Chicago. She was born in Indiana, and is the daughter of a physician who died when she was thirteen years old. From her fourteenth year until her marriage, Mrs. McCann earned her living, serving in the different capacities of errand girl, mail order clerk, saleswoman, bill clerk, cashier, stenographer, and bookkeeper, so that she says she is a woman who never forgets. She has been writing a little more than two years, and in this time has had verses published in Outing Book, the magazine in which her first story appeared, McClure's Magazine, and the Red Book. Mrs. McCann writes under her maiden name.

## The New York Times

### "CALEB TRENCH."

ALTHOUGH some material often worked over is used in the fabric of "Caleb Trench," by Mary Inlay Taylor, (Little, Brown & Co., \$1.50,) the story is one well worth the telling and is unusually well told. The central figure is that of a young Northerner, making his way in a Southern town west of the Mississippi, against prejudice of various sorts—class, sectional, and political. The author nails a halo rather too firmly to his brow, and her bad young man is painted in blacker hues than any precedent warrants, but she takes us along with her—which is the great point. The situation as she portrays it is not exaggerated, as many who have filled Caleb Trench's position will testify. Indeed, in recounting his successful winning of his way, her picture is "plus belle que la verité," for barriers of steel are yielding in comparison with those which divided Caleb Trench from his little world. The minor characters are uncommonly racy and good. The negroes are very amusing, and, as they should be, are like a "kitchen bouquet," giving flavor, but not too much in evidence. The heroine impresses upon the reader her spirit and charm, while her old father illustrates that rarest of rare things, in books or out—a gentleman.

## Bulletin

### MEN AND WOMEN.

#### SOME PERSONAL PARAGRAPHS.

Mr. L. F. Dwyer, the young Australian who has caught on with American magazines as a short-story writer, commanding big prices, is a Sydney native, who found his first worldly experience in the A.S.O. Weary of being a man of other people's letters, he became one of his own in denouncing the anxieties of citizens before the Central and Water Police Courts. He contributed good stuff to the "Bulletin," and every cent, and vanished to "Frisco." He was heard of from New York, cheerily, and there he is firmly based on fame and fortune. Dwyer is indefatigable and prolific.

## Good Housekeeping Institute

is an editorial function of Good Housekeeping Magazine—not an advertising appendage nor a separate institution.

It is an intrinsic part of the magazine because it is of genuine service to the woman of the home.

Regardless of any other consideration than service to the reader, it tests and appraises the exact value of any appliance or article for the home. Each month it publishes in the magazine the results of its findings, using illustrations when necessary.

Its methods are scientific and practical—they include both laboratory test and home use.

Many manufacturers carry the Institute seal on every article they put out. They understand that Good Housekeeping Institute's approval bears the same relation to the woman of the home as the word "sterling" stamped on her silverware.

*Present Rate \$2.00 per Line*

# GOOD HOUSEKEEPING MAGAZINE

BOSTON

NEW YORK

CHICAGO

The Magazine of Service  
to the Woman of the Home

## TESTIMONIALS THE BACK- BONE OF PACKARD CAMPAIGN

HOW PACKARD MOTOR CAR COMPANY MAKES USE OF A CHANCE REMARK TO SECURE UNLIMITED TESTIMONIALS AND DIRECT ITS ADVERTISING AND SELLING CAMPAIGN—EVERY PATRON A SALESMAN

By *Henry B. Joy,*

President of the Packard Motor Car Company.

[EDITORIAL NOTE:—The Packard slogan, "Ask the Man Who Owns One," is one of the best known phrases in advertising. It is not primarily addressed to the man who does *not* own a Packard, but to the man who *does*; in order that he may take pains to learn about his car, and be able to answer anyone who asks him. The Packard people lay great stress upon the importance of having Packard users understand their cars, and the instruction book furnished with each car is very complete, even to the minutest details. The whole Packard campaign is centered about the user, and this article by President Joy shows how it looks from the inside.]

The phrase, "Ask the Man Who Owns One," which has in the minds of the American people become synonymous with Packard cars, was not coined, but had its origin in a conversation which took place back in 1900, between a motorist and J. W. Packard, at the New York Automobile Show, where an early Packard car was on exhibition. It was so apt a reply to the question, "Is the Packard car a good one?" that it has been very extensively used in advertising the goods of the Packard Motor Car Company.

Everyone knows that it is more convincing to hear the man who owns one—the man who has parted with his good, hard dollars—say, "The Packard for mine," than to hear the company which makes the car say, "Our car is best."

Every man who owns one seems to expect to be "asked" and if he does not receive what he deems his full measure of inquiry, he is often moved to put his thoughts in writing, and through this tendency we receive many complimentary let-

ters (too numerous, in fact, for effective dissemination). A wealth of testimonials is poured in upon us, only a portion of which is reproduced, but every such letter is exceedingly pleasing, since we enjoy hearing that the people like our goods.

Packard cars are advertised primarily by the satisfaction which they give, and the willingness they arouse in our good patrons to voice their merits. This contagion of enthusiasm is limited in scope, so we supplement it with advertisements in national magazines. Our dealers advertise in local papers; we publish a monthly magazine, *The Packard*, devoted to matters of interest to our entire organization, and to owners of Packard cars. We also reproduce and circulate many letters received from enthusiastic members of the Packard family.

When one stops to think, the development of the motor car is remarkable. All in the short space of a dozen years, a complicated, self-propelled mechanism like the automobile has been created and perfected to a point where a novice in mechanics can operate a vehicle carrying seven persons, over all kinds of roads and grades, at speeds varying from a walking pace to that of the fastest passenger train; and do it with safety and freedom from mechanical difficulties.

The public accepts this development with its customary placidity, and does not stop to marvel at the wonder of it. Nowadays a "body squeak" tries the patience as much as a broken axle would have tried it only a few years ago.

We are still finding in our ranks of owners an abundance of those men who know the merits of our cars, and stand ready to praise them bountifully. They are mindful, nevertheless, of their ability to help by telling us their actual experiences of the test in owners' hands. In our relations with such friends, we unite with the public, and ourselves "Ask the Man Who Owns One."

## BREAKING INTO THE NEW YORK MARKET

THE BIG STORES' ATTITUDE TOWARD  
TRADE-MARKS—THE RETAILERS'  
APPRECIATION OF TRADE-MARKED,  
ADVERTISED GOODS—HOW THE  
MANUFACTURER MAY OBTAIN THE  
BIG RETAILERS' CO-OPERATION

By *W. R. Hotchkiss*

Advertising Director Gimbel Brothers,  
N. Y. Previously for Ten Years  
Advertising Director John  
Wanamaker, N. Y.

### III.

Of all animals under the sun, the manufacturer is the most suspicious. He spends so much red blood and gray matter trying to overcome, circumvent and ignore the big store, that he comes eventually to think the store is his ancient enemy. He is like a hunter who spends all his time watching his guide, for fear that useful individual may be planning to kill and rob him.

A man, or a manufacturer, had better stay out of the woods, if he is not going to trust his guide. And few hunters, no matter how broad their experience, go after big game without a guide.

Of course, if a manufacturer is going to be satisfied with the chipmunks and rabbits of trade, he can do without the big stores. And there are giant manufacturers, who have "arrived," who do not need the big store's help. But these articles are being written for those who are studying the problem of "Breaking into the New York Market"—with new, or partially introduced commodities.

Perhaps the "Trade-Mark" bugaboo is the chief cause of the manufacturer's contention with the big stores today.

As a matter of fact, big stores are not hostile to trade-marks, as such.

The well-advertised trade-mark of any good commodity is a most valuable asset, under all conditions—either as a sword or scythe—to harvest sales, or to fight a commercial battle.

The trade-marked article usual-

ly has a fixed intrinsic worth, even if its selling price fluctuates. The public usually knows how to appraise it. A better article, unknown to the public, usually has less advertising and selling value.

I have had some very remarkable experiences with selling trade-marked articles. They multiply, infinitely, the pulling power of an advertisement.

But there is another side to this matter.

There are a great many stores that can find no other way to impress the public, as they think they can impress it, than by selling trade-marked articles for less than the known market prices. These stores rarely have anything that can be called a merchandising policy. They appeal to a transient trade; tricking some to-day and others to-morrow; always catering to a continuously changing procession, and perhaps wondering why their business does not grow greater with the increasing years.

Such a business can only grow so far, because it never gets any real constituency.

The store that is not laying up a by-product of good-will, from its current advertising, is greasing the chute for its last long slide.

But this rather large guild of catch-penny stores, trafficking in trade-mark reputations, has done infinite damage to manufacturers owning trade-marks, and has created all of the opposition to trade-marks that exists in big stores with sound merchandising policies.

Take this for an axiom of retailing:

*The big store wants to sell all the merchandise it can, on which it can make a fair profit.*

*And, most of all, it wants especially to make big sales of merchandise that sells easily.*

And nothing else sells so easily as commodities about which the public has been thoroughly informed through the manufacturers' general advertising.

But there is a definite percentage of selling cost to a store, on every article sold. This cost must



be covered, and a fair profit in addition, on all merchandise.

When the market price of any trade-marked article has been set down below a profitable figure, by some store that depends for its reputation on killing trade-mark values, then the big store will sell only what it must, of that particular article.

Of course, the manufacturer of an article as well known as Mennen's Talcum Powder doesn't care what the dealer sells his commodity for, so long as he can demand his regular wholesale rate. But it takes millions of dollars to buy such an impregnable position.

On the other hand, do you wonder that many big stores try to escape selling goods on which the market has been so broken that they can't make any profit?

Then comes the production of commodities, bearing the dealer's own name—putting the store under the anathema of the manufacturer.

The academic student of commercial conditions would consider this a case of the invincible force meeting the immovable obstacle.

And many manufacturers accept this as the situation, and are to-day denouncing big stores for opposing trade-marks. They do not seek a real solution, believing a solution impossible. They are not ready to treat with the big stores, or to listen to their side of the matter. The attitude of many would seem to imply that there is only one side—their own.

The stores will, of course, see that they get the merchandise they want; but why shouldn't the man with the trade-mark keep the business, even if he does print another name on part of his product?

The store will pay the same price to the manufacturer, or approximately the same, and the store will do its own exploiting of the goods bearing its own name, as a rule.

And yet, I know of cases where manufacturers are glad to supply a large advertising appro-

## FOUR EDITIONS

In November, 1908, the edition of *The Ladies' World* was

**489,000**

—a very fair circulation.

But in November, 1909, the demand was so great that

**578,000**

copies were needed.

A year later, for November, 1910, we were forced to run an edition of

**648,000**

For November, 1911, our edition outstrips any preceding November, and will total

**742,000**

Ours is a hardy circulation—stronger each year.

THE

**LADIES' WORLD**

**NEW YORK**

priation, for the exploitation of their merchandise produced under the store's trade-mark, and find it mighty profitable to have the fine account that has grown up from this policy.

The broad-minded manufacturer realizes the selling power of the big store, and ties up to it—always to his own advantage. For the store will stick to him, as long as his product is right and he properly reciprocates with the store. I could name several accounts of this sort that have grown to be the backbone and strength of the manufacturing interests represented. They have given the certainty and financial security and support that have enabled the manufacturers to extend their business nationally.

The manufacturer's general business may vary so much as to bring disastrous seasons that he may not be able to withstand; but a big store's output of its own strong specialties very rarely falls off, to any material extent; and the manufacturer that gets these big continuous orders has a wonderful asset.

There is a solution to this trade-mark problem, and any wise manufacturer may easily find it—I don't care what his commodity or conditions may be. *But benefits must be mutual.* The wise manufacturer, who studies the big store's side of the problem, may find, when he reaches a good solution for the store, that he has found the way permanently to establish the successful future of his own business.

#### SPOKANE CLUB ELECTS OFFICERS

The Spokane, Wash., Ad Club has elected the following officers for the ensuing year: President, R. E. Bigelow; first vice-president, Alex Green; second vice-president, A. O. Loomis; third vice-president, C. E. Hickman; secretary, R. B. Hoover; recording secretary, W. M. Barton. The Wednesday luncheons of the club at Hotel Spokane are becoming more and more popular, not alone among the members themselves, but among the leading business men as well who are always welcomed and made to feel at home at these informal gatherings.

South Dakota has one automobile for each sixty-five population. It is chiefly an agricultural state.

#### ROOSEVELT OPPOSES AUTO RACING

In an editorial on "Commercialism, Hysteria and Homicide" in the *Outlook*, Theodore Roosevelt writes:

"But the worst perversions of the love of sport are the desire to look on at sports because they are dangerous, and the desire to make money out of the hysterical and improper craving to witness exhibitions which derive their chief attraction from the imperilment of human life. Automobile racing has become, from every standpoint, thoroughly unhealthy, thoroughly undesirable. . . . No good whatever comes from these automobile races. They serve no useful purpose, and are of no benefit.

"We would not allow a series of races between champion engines, whether in the interest of two rival systems of railway or in the interests of rival locomotive manufacturers. Just as little should we permit the automobile race—and indeed the kind of aviation contest which is most dangerous to life. In the present stage of development of aviation, risks must be taken, and where flying machines are to be used in war it may be necessary to train those handling them in a way which implies risk of life, just as the same thing is true in training cavalry; but neither in the case of automobiles nor in the case of flying machines should we permit the kind of commercialization of sport which means the coining of money out of that shameful and hysterical curiosity which is to be satisfied only by seeing men risk their lives, where the risking of the life is itself what really attracts the onlooker, and not the courage or address shown in a manly sport.

"There are plenty of ways of testing automobiles by contests which shall be wholly free from the evils attending the automobile racing meets; and if aviators have to perform feats in which the chief interest is the risk of life, these particular meets should not be public. There are few spectacles less elevating than is that of commercialism engaged in meeting the demands of hysteria by making provision for what amounts to homicide."

#### A NEW CATALOGUE IDEA

The E. R. Thomas Motor Car Company, of Buffalo, could not, it is fair to assume, improve its car, so it improved its catalogue. The new catalogue which contains "The Story of the Thomas," is a little different from the ordinary automobile catalogue. It gets away from a stiff and over-technical description of the car mechanism and throws the necessary information into narrative and dialogue form by describing the actual visit of a prospective purchaser to the Thomas factory with his chauffeur and their thrilling inspection of the car. This veracious chronicle, interestingly illustrated, is followed by the actual letter that ordered the car, through the dealer. It is a catalogue departure and looks well worth while.



THE  
LEADING NATIONAL  
SEMI-MONTHLY FARM PAPER

# FARM AND HOME

for thirty years champion of the farmers' rights and edited in their interests, covers the country from Coast to Coast and from the Lakes to the Gulf, reaching the highest type of progressive farmers and their families the country over because of the vitally interesting, genuinely helpful character of its reading matter. It has the largest paid circulation of any semi-monthly farm paper published—with not less than

## 500,000 Circulation

Issued in two editions—Eastern and Western. Each edition has a circulation of not less than 250,000 copies.

It is the practical, adaptable nature of Farm and Home's reading matter that makes it so good an advertising medium. It is edited by practical men and women who know what they are talking about. Its readers are kept abreast of the times—it keeps them doing things that makes their farming most profitable.

**It is a Potent Salesman Among a Half Million Ready Buyers**

*Address Nearest Office for Sample Copies*

**The Phelps Publishing Company**

1209 Peoples Gas Bldg., Chicago  
315 Fourth Ave., New York

335 Palace Bldg., Minneapolis  
1-57 Worthington St., Springfield, Mass.

## GENERAL PUBLICITY AS A HELPER OF SALES- MEN

ADVERTISING CARRIED ON ALONG  
WITH HOUSE TO HOUSE CANVASS  
BY GAS MEN—NEW JERSEY'S PUBLIC  
SERVICE GAS COMPANY MAKES  
A DISCOVERY BY USE OF NEWS-  
PAPERS

*By Robert F. Baldwin,*

Advertising Manager, the Welsbach  
Company, Gloucester, N. J.

Between the eighteenth day of September and the seventh of October, the Public Service Gas Company of New Jersey sold 30,000 new inverted gas lights—"The Reflex No. 647"—a lighting unit never before on the market. The Essex Division sold 6,000 in the city of Newark alone. Jersey City took 4,500. Camden was not far behind. James P. Hanlan, of the Public Service Gas Company, is confident of selling 60,000 of these lights by the end of October.

The major factor behind this unprecedented success has been a carefully planned and organized house-to-house canvass. But the campaign has been supplemented by a series of carefully planned newspaper advertisements run two times a week in the daily newspapers of all the cities where the lights are being sold, and by distribution of circular matter, mailing cards, etc.

This supplementary advertising has produced a considerable number of direct sales, but nine-tenths of its value is in the stimulating effect on the work of the salesmen. There never was a better opportunity to observe the effect of advertising on sales. The salesmen completed one entire week's work before the advertising began and they have done two

weeks' work since its inception.

The first week they found it difficult to get a hearing; they were accorded the treatment that usually falls to the lot of book agents and collar-button peddlers. The last week of work they have been finding it much easier to get a hearing. People have heard about their offer in advance and are far more disposed to talk to them. They are no longer peddlers, they are accredited representatives of a public service corporation, and as such are given a hearing even if not an order.

The Newark force is closing now an average of one sale for each three prospects called on. The record of the first week was only one in five or six.

"Publicity" advertising is usually looked upon as something of rather intangible value. Even

those who admit that the value is there do not usually succeed in showing just where it is. It cannot be reduced to definite figures. It defies analysis and yields to no cost-per-inquiry calculations. But what better evidence of its real

power could one ask than that afforded by the results of this public service campaign?

The style followed in the copy was direct, simple and forceful almost to the point of crudity. In some points it violated rules that are almost axiomatic with the advertising fraternity, and hence in these particulars had an appearance of amateurishness.

But it "got there" just the same.

### THE PLAY WAS THE THING

An Atlanta, Ga., candy manufacturer, H. L. Schlesinger, was bright enough to take advantage of the visit of "The Chocolate Soldier" to town by supplying the needs of the piece with his own chocolate and presenting the ladies attending the matinee performances with free sample boxes of the same.

#### Welsbach Economical Home Light

Will Brighten Your Home

Will Save You Money

**COSTS ONLY 75 CENTS A MONTH FOR  
THREE MONTHS OR \$2.25 COMPLETE**

**GIVES SIXTY-CANDLE POWER ILLUMINATION  
BURNS THREE HOURS ON ONE CENT'S WORTH OF GAS**

Knowing the extra fine quality of the lamp we make guarantee it and  
offer a money-back refund for ten days' use. This applies also to electric  
and mantle.

Buy a Welsbach Economical Home Light. Agents will install it. You  
can take three months to pay for it. We are satisfied you will be satisfied.

**PUBLIC SERVICE GAS COMPANY**

NEWSPAPER COPY THAT HELPED THE CAN-  
VASSERS

## ELECTRIC SIGN PRIZE AWARDED

Roy L. McCardell, the humorist and playwright, it is announced, has won the first prize of \$2,000 and a silver trophy, offered in the "leaders of the world" contest for the best display electric sign. A quarter of a million ideas were submitted to the Rice Electric Display Company in this competition.

The second prize of \$1,000 was divided between Edward F. Andrews, manager of the Eastern District of Ordinary, Prudential Insurance Company, Newark, N. J., and Miss H. L. Enander, music teacher, Chicago. The third prize of \$500 was divided among five persons, and other smaller prizes were distributed among 700 others. In all there were 250,000 wordings submitted.

The prizes were awarded for the most satisfactory set of wordings for thirty-two advertisers, two wordings to each, or sixty-four in all. No list was perfect, but Mr. McCardell's list had the highest score. Mr. McCardell is a former contributor to PRINTERS' INK. The selected wordings will not be given out until they are displayed together on the sign.

Among the successful suggestions submitted were these: For Bohn refrigerators, "Porcelain—no paint; siphon—no taint;" Gorton's codfish, "A delicious treat in place of meat;" New Haven Clock Company, "Don't be alarmed except by a Tattoo;" same, "Alarm clock for rising young men;" "In Heaven the harp, on earth the Angelus;" "You can bank on a Wales Adder; many banks do;" "The cook's jewels—Vollrath Enameled Ware;" Edison Phonograph, "All we ask is a hearing;" Toledo Scales, "The Right Way to Weigh Right;" Smith & Wesson Revolver, "A man's right arm."

A dinner was given by Elwood E. Rice, president of the Rice company, to Mr. McCardell, the winner of the prize. Mr. McCardell, on behalf of the prize winners, presented Mr. Rice a silver loving cup.

## AERIAL ADVERTISING

Galbraith P. Rodgers has been flying across the continent as propagandist for "an ideal grape drink" manufactured by Armour & Co. Rodgers' Wright biplane had the name of the drink painted on its bottom. His pockets were stuffed with advertising circulars, which he distributed each time he came down.

The hangar car on the special train was a flagrant advertisement of the drink. Several members of the party were employed to scatter the circulars along the route. At each stop a hawker with a megaphone announced to the crowd that Rodgers got "his cool head, quick eye, and steady nerve through drinking the ideal blend of fruit juices."

Rodgers reached Chicago, October 8, and his coming gave the advertising men a surprise, as they did not know that the Armour Company was financing the flight.

## Rare Wine from a tin cup would lose its charm

Your most earnest business argument lacks in power when written on poor paper.

Old Hampshire Bond is good business stationery. We do not say it's the best. We say it is good and request you to pass comparative judgment upon

Old  
Hampshire  
Bond

and all others.

Ask us for the Old Hampshire Bond Book of Specimens. It shows a wide selection of letterheads and business forms. One style of printing, lithographing or engraving, on white or one of the fourteen colors of Old Hampshire Bond, is sure to express exactly the feeling-tone you desire for your stationery.



The only paper makers in the world making bond paper exclusively.

Hampshire  
Paper Company  
South Hadley Falls  
Massachusetts

## COPY WHICH DEFTLY JUGGLES FACTS

WORST INJURIES TO CAUSE OF ADVERTISING OFTEN NOT THE DOWN-RIGHT MISREPRESENTATION, BUT THE INGENUOUS EXAGGERATION—A CASE IN POINT

In the bright lexicon of the automobile racing houses there is no such word as fail. Their optimism somehow recalls the famous army enlisted under the "Milk White Flag," which contained no privates. In the automobile field there are no plain, ordinary cars—every one is a winner. You stroll through the automobile district and see, in this window or that, the records and trophies of the motor chase, the silver cups, the photos, the telegrams and bulletined reports and claims of victory. All the cars have been contenders, and none ever are losers. If the rulings of the judges interfere with their claims, there are dealers ingenious enough to repair the oversight of the officials and divide and subdivide the classes until a proper interpretation is secured.

Too much of this applies also to the advertising. When the advertising statement is not too flagrant, it often runs the gamut of exaggeration. Extreme cases naturally find no apologists, but there are just enough exhibitions of the other kind, in high places, to make it worth while to put the ethical yardstick—standardized, you know, at the Boston convention—on the exhibits and discover how many peccadilloes there are to the inch. It is something, of course, this exaggeration, which the industry will sooner or later grow out of. It is too big and the people in it are too big for it to linger long where some other lines are still lingering after years of it. But every notable instance, every deft and cute little prestidigitation with the facts, ought to be brought up on the professional carpet and put through a shrinking process.

The Fairmount Park Motor Race in Philadelphia was run off early in October. It was won by a Benz car. A Mercedes car came in second but was disqualified for reasons that to some seemed trivial, and the Lozier car which finished third was awarded second place. These are the facts.

Now, then, when the Lozier agents in Philadelphia—not the Lozier Company, be it noted—came out with generous newspaper copy in the local papers after the race, making an announcement, shouting in display type, to the uninformed public that the Lozier car had won first and third places, while adding in a small-type whisper for the few who could understand the expression, "in the 600-inch class," the judicious wondered and grieved. The 600-inch class reference was to piston displacement, which in the Lozier is be-

### LOZIER

## Wins Fairmount Park Race First and Third Place

For Cars of 600 Inch Class

Robert McNeil and Henry Court driving 1912 Lozier were finished in first and third places, both cars finishing all events under a perfect record.

The Lozier car finished third in the 600 inch class, the Mercedes car finished second in the 600 inch class, the Benz car finished first in the 600 inch class.

### We Do Not Build Racing Cars

Every Lozier car is built to give the best performance in the class in which it is built. The Lozier car is built to give the best performance in the class in which it is built.

### Champion of the World

General Motor Car Co.  
3275 R. R. Road N.

HOW THE DEALER PICKED WINNERS

low 600 and in the Benz, the declared winner of the race, from 600 to 750.

What is the effect of such an advertisement on the public? It may have deceived a few not familiar with the facts, but these are not likely to be in the buying class. Most of those who saw it either made up their minds that the purported claim was either a flat deception or else that submerged tenth of the truth that goes with some advertising and is the bane and scandal of advertising. It helps to justify those who sneer at advertising and undermines confidence all around.

Occupation or Business? .....

Do you own an automobile?.....

Name of same?.....

Name.....

Address.....

(Fac-simile of cards we sent to our readers last July)

## Discoveries

\$34,000,000 have been spent by LIPPINCOTT readers for motor cars.

14,252 of LIPPINCOTT readers—23%—are automobile owners.

## Result

A good, clean, live-wire Automobile Department in LIPPINCOTT'S MAGAZINE.

**Here is a new field for the sale of motor cars that has scarcely been touched.**

**LIPPINCOTT'S MAGAZINE  
PHILADELPHIA**

New York

Detroit

Chicago

Boston



## N. C. R. FACTORY LECTURE

INITIAL IDEA TO PROMOTE EFFICIENCY—AT FIRST ONLY EMPLOYEES ATTENDED—NOW A POPULAR FEATURE—DAYTON FEATURED AS WELL AS THE FACTORY

By E. D. Gibbs.

For over ten years Advertising Director and Trainer of Salesmen for the National Cash Register Company.

The N. C. R. factory lecture, as it has been called for fully twenty years, is given in an auditorium on the ground floor of the administration building of the plant.

This lecture had its origin in an effort made by President Patterson back in the early nineties to educate the employees in economizing their time and increasing their efficiency. It was his custom then, as it is now, to go through the plant and observe the work done in the various departments. There were no business engineers in those days to give him advice; no Taylors to demonstrate how employees could short-cut on operations and what reforms were instituted were the result of the personal observations of the president and other officers of the company.

The old ways of doing things and the improved ways, developed as a result of these observations, were illustrated in a very crude way on lantern slides. These pictures were thrown on a screen and explained to an audience composed of the officers, heads of departments and their assistants and later on to several thousands at a time of the factory employees. In this way the men and women at the plant were taught business systems much more quickly and thoroughly than they might have been by any method which did not make use of such large illustrations as were possible with the stereopticon. I will give a few examples of the kind of things that were pictured and described.

#### HOW THE IDEA STARTED

It was formerly the custom for

men in the tool room to leave their work and go to the window of the supply room when they needed certain tools. Several men would meet at a time in front of this window and while awaiting their turn would gossip. This plan was changed by installing a supply wagon which was wheeled from point to point as the men indicated their needs. These two methods were pictured on lantern slides and marked "The Old Way" and "The New Way." The president noticed that men whose hands became black and greasy would go to a can of benzine which was kept on a low shelf and wash their hands as the benzine flowed from the spigot in a heavy stream, thus wasting the material. In another case a workman was noticed asleep at his bench, the foreman being away from the department. In still another a workman was observed working on some device of his own instead of putting in his time, as he should have done, attending to his duties. Other pictures were of material wrongly constructed or of parts returned for repair, showing carelessness of operation. Lantern slides were made of these and many other things that injured the business.

Some of the pictures were humorous. For example, one showed a long line of mechanics with an apparatus attached to the lower jaw of each man. This apparatus was connected with a main shaft and this in turn with some machinery. It was intended to show the power that was wasted by the excessive tobacco chewing done by the men. This was a joke of course, but yet it served its purpose and created a laugh as well.

These seem like simple ideas to have shown to workmen, yet it was surprising to see how quickly these sins of commission and omission were corrected—all by means of these stereopticon views. Most of the pictures were drawn by myself, and the originals of these designs are still preserved in the lantern slide department of the factory.

There are from 15,000 to 20,000 plain and colored lantern slides in that department. They comprise illustrations for lectures on health, business systems, short cuts, landscape gardening, settlement and welfare work, boys' gardens, as well as many thousands that show views in America and foreign countries. These slides are indexed and sub-indexed and are kept in sliding racks, making it easy to get the slides for any subject at a moment's notice.

Well, those lectures to employees proved so helpful that other lectures followed. One of them showed the birth and growth of the cash register business, starting with that Coalton, Ohio, general store of the Patterson brothers, where they used and became interested in that crude registering machine of twenty-five or more years ago, to the latest development of the industry. This lecture was originally given to the employees

to make them have a keener appreciation of the business and to enthruse them in their work. Mr. Patterson then figured that this lecture, amplified and improved, might be interesting to deliver to visitors at the factory. New material was planned, the old views gone over and improved upon, and so the N. C. R. factory lecture, which has given keen enjoyment to many hundreds of thousands of people, was developed. Later on motion pictures were added. I shall go into this matter of motion pictures and their marvelous development as applied to N. C. R. publicity work, in an article to follow.

So, with this explanation of the causes which led to the establishment of an illustrated description of the N. C. R. growth and work, we will join the crowd streaming into the big lecture hall and see what the company has prepared for our entertainment.

*(Continued on page 30)*

**The  
George L. Dyer Company  
42 Broadway  
New York**



**Newspaper Magazine Street Car  
and Billboard Advertising  
Business Literature  
Publicity and Merchandising Counsel**

## Would You Talk

to more than 125,000 Possible Purchasers of Your Product? If you would—then read and absorb these mighty interesting Facts:

# The Ohio Farmer

is read weekly by more than 125,000 possible purchasers of your goods—more than 90,000 in Ohio alone—practically every one the head of a family—A Grand Total of more than a Half Million People Whose Wants Must Be Supplied.

We present these people to you not as “ladies and gentlemen of lace and ruffles,” nor would we have you think of them as “rolling in wealth”; But—

We do know that these prosperous and progressive farmers, with the telephone, mail delivery, improved roads and many other modern conveniences, are constantly in the market to buy commodities, luxuries and conveniences for themselves and family.

## You Can Create a Demand

for your product with this audience of a half million buyers, whether you sell thru dealers or direct. To do this most economically and profitably you must use the columns of The Ohio Farmer. We have plenty of evidence to prove this—it's to your interest to let us send it. Or we'll call whenever and wherever you say.

Write us direct or either representative.

### THE OHIO FARMER CLEVELAND, OHIO

Member Standard Farm Paper Association.

GEORGE W. HERBERT, Inc.  
Western Representatives  
600 First Nat. Bank Bldg.  
Chicago, Ill.



WALLACE C. RICHARDSON, Inc.  
Eastern Representatives  
41 Park Row  
New York City.

NOTE:—We make a special low combination rate when both Ohio Farmer and Michigan Farmer are used simultaneously and for the same space—ask about it.

## Advertise Where There's Wealth

Mere Circulation is not enough, but you must know whether the subscribers can spare the money to buy your product. There's greater wealth than ever before

### IN MICHIGAN

especially among the farmers, and if you want to reach these people and get your share of the money they are spending to supply their wants, you must use

## The Michigan Farmer

The oldest agricultural weekly in America under the same name, it has gained the confidence of over 80,000 Prosperous and Progressive Farmers, nearly all in Michigan—A larger paid-in-advance circulation than any other farm paper has in that state. It's in a field by itself. Write us for rates and other information of value to you—or we'll call at any time wherever you say.

### THE MICHIGAN FARMER DETROIT, MICH.

Member of the Standard Farm Paper Association.

GEORGE W. HERBERT, Inc.  
Western Representatives  
600 First Nat. Bank Bldg.  
Chicago, Ill.



WALLACE C. RICHARDSON, Inc.  
Eastern Representatives  
41 Park Row  
New York City.

NOTE—We make a special low combination rate when both Michigan Farmer and Ohio Farmer are used simultaneously and for the same space—ask about it.

Everything in this hall is of the most modern type. The chairs are such as are used in theatres. The two big screens on which the pictures are shown, are painted with aluminum; not important unless you know that experts have found that an aluminum surface makes the pictures cleaner and more brilliant. The stereopticons are triple dissolving machines. The motion picture apparatus is of the finest French pattern. Excellent music by a skilled pianist entertains the crowd. The doors close; every window shade comes down simultaneously; out go the lights; up starts the machines and the lecture begins. Everything moves like clockwork. Public lecturers could get valuable pointers by attending this show.

Two pictures are shown at a time. The lecturer explains each one, but whenever a picture is self-explanatory, or a reading slide appears, the lecturer keeps quiet. Not a word is wasted. Everything is made perfectly clear, but nothing is repeated. The lecturer knows his business because he has been trained, time and again, by the officers of the company. He says exactly the same things, in the same way, twice a day, week in and week out. He is a product of the N. C. R. schools the same as the salesmen are products of their schools. Why, even the janitors have a school at the plant, as is shown on one of the lantern slides.

#### DAYTON AND THE N. C. R.

These stereopticon views are beautifully colored by the best lantern slide artists in the United States. Many of them, such as the views of plants and of flowers, are so exquisitely done that they receive hearty applause at every lecture. We are shown views of the city of Dayton and its environments. We learn of the industries of that city—the Wright Bros.' aeroplane factory; the automobile plants; the car works. We look at beautiful views of residences and the Soldiers' Home; of the technical and manual training schools. We see

how the homekeepers have learned how to adorn their houses with flowers and vines and to make their surroundings more beautiful. Civic affairs and civic work are strong features of the first part of that lecture. The city is well advertised, I assure you.

Then comes the cash register talk and views. We see the first use of a cash register; the first factory, where a man and a boy were the sole workmen; the first crude machine made; the first building erected. Thus is shown the formative period of the great industry which now employs 8,000 or more men and women at Dayton alone.

#### A SPECTACULAR MOVING PICTURE

At frequent intervals we have a change to most unique and interesting motion pictures. One of them is a veritable masterpiece. It was taken in 1903 and shows 6,000 workmen leaving the plant at the noon hour. The factory whistle appears on the screen; it blows its welcome blast and the picture changes to the wonderful vista between the main buildings. Like a great army of ants the workers appear. They come towards us in a solid body, running and cheering. You see they had to run fast the day we made that picture in order to get them all in on a reasonably long film. When we exhibited that picture in Europe a little later on I used to explain to the audience that this picture showed the employees *leaving work, not going to it.*

*(To be continued)*

#### McELWAIN COMPANY TO MAKE NATIONAL ADVERTISING CAMPAIGN

The W. H. McElwain Company, a great Boston shoe manufacturing house, now proposes for the first time to advertise its product systematically on a national scale. George W. Coleman of Boston, president of the Associated Advertising Clubs of America, is in charge of the campaign which is being placed through Calkins & Holden, New York.

The appointment of Raymond F. Barnes, formerly of the *Columbian-Hampton Magazine*, to look after the interests of *Lippincott's Magazine* in Michigan and Ohio, with headquarters at Detroit, is announced.

## CHIEF VALUE OF RACING IS TEST OF CARS

IT HASTENS DEVELOPMENT OF DESIGN AND MACHINERY AND GIVES ULTIMATE GUARANTEE OF ADDED SECURITY TO PUBLIC—THUS A STRONG SELLING POINT FOR SUCCESSFUL RACING CARS—PUBLICITY OF SECONDARY IMPORTANCE

By C. C. Hanch,

Treasurer Nordyke & Marmon Company, Indianapolis.

Interest in the development of the motor car is both natural and rational. Only a few years ago, heralded as the exclusive toy of the rich, the motor car of to-day is recognized as one of the greatest inventions of the age, ranging in importance alongside of such inventions as the locomotive, steamboat, reaping machine, printing press, telegraph, telephone, etc.

Every invention which has had for its purpose the reduction of distance and time in the transportation of messages, persons and property, has been of the greatest benefit to the public.

The motor car is directly within this category. In addition to its thoroughly established and recognized commercial advantages, it is believed by students of the question that the motor car will do more than any other known influence to break down the barriers between urban and rural life.

No greater benefit could be conferred on this nation than that of making rural life so attractive and convenient as to discourage the tendency to congestion of population in cities.

In view of this, a rapid development of the motor car is of national economic importance.

We believe it has been demonstrated that *racing will do more than all other things combined* to bring about rapid development and perfection of the motor car. While the publicity obtained from engaging in racing contests is a valuable selling aid, it is, in reality, *secondary* to the ad-



There is but one front door to any edifice be it prince's palace or pauper's perch. Entrance may be gained in other ways, but usually at the expense of the visitor in the way of a hesitating and cold reception, withheld confidence, or perhaps downright suspicion.

He who comes in boldly, manfully and with cheer at the front door comes in as a friend.

And the simile applies to the matter of commercial publicity—advertising—with striking adaptability.

The newspaper is a fixture and a factor in the home life of every intelligent man and woman. It is the natural, the accepted, the welcome carrier of news.

Advertising is news, or it is valueless.

The newspaper is "the front door." An honest sales talk describing worthy goods needs no apology for coming to a man's or woman's attention through the columns of a reputable newspaper.

It is unconsciously stamped "friend."

The advertising columns of a newspaper offer direct, quick, agreeable, concentrated and economical publicity of the scientifically purchasable sort.

We represent newspapers in a score of prominent cities and it is our business to supply every gatherable bit of useful information regarding the publications and the fields in which they circulate.

*We are at your service, any time, any where.*

THE JOHN BUDD COMPANY,  
Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

vantage of early perfection of motor car design.

In racing events, the cars are subjected to their limit of endurance. This is particularly true with reference to long races. The vibrations and stresses are so great that the slightest weaknesses in material, design or workmanship are brought out and accentuated.

All of this information and experience redounds to the advantage of both the manufacturer and the buyer of a car. Thousands of miles of ordinary driving may fail to develop a weak point which would be clearly shown by a few hundred miles of racing speed. Months, or even years, might be consumed in developing a car by ordinary driving, while the same information may be obtained in days, or even hours, in road and track racing events.

It may be argued that manufacturers can subject their cars to such tests without the element of competition, and without such great personal risks. The answer is, that manufacturers could not afford, and could not reasonably be expected to make such severe tests of their cars, without material inducements to warrant the same.

These inducements would be utterly lacking in any privately conducted developing tests, and it can be asserted, without fear of successful contradiction, that the ultimate development of motor cars, without the element of contest, is but the dream of impractical persons.

While the death of a human being in motor car contests is a deplorable thing and to be guarded against in every possible way, a broad and far-reaching view of the situation shows plainly possibilities of saving lives, through the early development of motor cars in racing contests, far in excess of any possible loss of life by reason of such contests.

There are over half a million motor cars in use in this country at the present time. An insufficiently developed motor car

is a menace to the life of every person who uses one of these cars, every day that he makes use of the same.

The public press teems with reports of motor vehicle accidents, in which human beings are killed or seriously injured. The published accounts of a great number of these accidents indicate, on the face of the report, that imperfect development of the car was the cause of the accident. It is almost a daily occurrence to read of an accident caused by a defective steering gear.

In a very few years, millions of motor cars will be used in this country, and every practice, whether it be by racing contest or otherwise, which will promptly secure the earliest possible perfection of the motor car, is to be commended and encouraged.

While racing contests, with stock chassis models, are to be preferred, as insuring the most efficient development of motor cars for commercial purposes, it can be said, on the other hand, with absolute assurance, that every manufacturer who produces a car of any design that can take part creditably in any great contest is not only capable of, but will undoubtedly make, better motor cars for the trade and public, than he would have made, or could have made, if he had not taken part in such an event.

Relative to the prediction that motor car racing must eventually come to an end, attention is called to the fact that similar predictions were made relative to horse racing many years ago. Notwithstanding the prediction, horse racing has continued, with the result of developing the most perfect type of horse that could be conceived.

Is it not rational to conclude that motor car racing is no nearer an end than horse racing was fifty years ago? The answer is, that so long as hearts throb within the breasts of human beings with red blood, contests will be perpetuated, including motor car racing, horse racing, boxing, wrestling, football, baseball, etc.



# ONLY Business Men Rent Business Property

TELEPHONES:  
9-10 COLUMBUS;

WHEN REPLYING TO THIS COMMUNICATION ADDRESS 932 EIGHTH AVENUE.

CABLE ADDRESS:  
JOBAY, NEW YORK.  
A.S.C. CODE  
WESTERN UNION CODE

DEPARTMENTS  
MANAGEMENT  
INSURANCE  
LEASING  
AUCTION  
PRIVATE SALES  
APPRAISALS  
MORTGAGE LOANS  
EXPERT TESTIMONY  
ADVERTISING



MEMBER OF  
REAL ESTATE BOARD OF BROKERS OF N.Y.C.  
AUTOMOBILE ASSOCIATION OF N.Y.C.  
LONG ISLAND REAL ESTATE EXCHANGE  
N.J. & N.Y. REAL ESTATE EXCHANGE  
REAL ESTATE BROKERS EXCHANGE NEWARK, N.J.  
BUILDERS EXCHANGE (CHICAGO, ILL.)  
ALLIED REAL ESTATE INTERESTS  
WESTCHESTER COUNTY COUNCILOR OF COMMERCE

ECONOMICAL ADVERTISING AGENCY

AGENCY OFFICE  
932 EIGHTH AVENUE,  
AT 55TH STREET.

NEW YORK.

EXECUTIVE OFFICES  
31 NASSAU STREET

October 4th, 1911.

New York American,  
Manhattan.

Dear Sir:-

Will you kindly discontinue advertisement of  
the 59th Street store as same has been rented? I might  
mention that the party to whom I am renting this store  
stated that he saw this "Ad" in the New York American.

Trusting that you will favor me with a check  
for the insertions which are not to run, I am,

Very truly yours,

*Joseph P. Day*

## New York American

**Has Gained 100 per cent**  
**IN THIS IMPORTANT CLASS OF ADVERTISING**  
Current records will show that the AMERICAN prints about  
2000 Separate Business Property To Let Ads. a Month

**Advertisers are Realizing the Great  
Value of this Daily and Sunday Feature—**

New York  American  
**Financial and Real Estate Section**

Persistent Advertising Pays in a Progressive Advertising Medium



## How Farm Journal Covers Iowa

Iowa is a typical Western State. Its people are prosperous, wide-awake, progressive farmers. For advertisers they are the most desirable class of people that grow.

Iowa has 1,352 post-offices. Farm Journal goes to 1,200 of them. The remarkable evenness of its distribution is shown by the fact that with a circulation in that State of 25,787, only FIFTEEN post-offices get over 100 copies each!

Here are the first 120 Iowa post-offices from the Postal Guide with the number of Farm Journal subscribers at each:—

Abbott .....	2	Alvord .....	11	Athelstan ..	6	Beacon .....	22
Abingdon ..	0	Amana .....	8	Atkins .....	4	Beaconsfield.	8
Ackley .....	48	Amber .....	2	Atlantic .....	75	Beaman .....	13
Ackworth ..	13	Ames .....	82	Attica .....	2	Bearecreek ..	0
Acme .....	1	Anamosa .....	43	Auburn .....	13	Beaver .....	10
Adair .....	35	Anderson ..	1	Audubon .....	46	Bedford .....	59
Adams .....	2	Andover .....	1	Augusta .....	1	Belfast .....	0
Adel .....	34	Andrew .....	18	Aurelia .....	27	Belknap .....	19
Adelphi .....	10	Angus .....	18	Aurora .....	18	Belle Plaine	34
Afton .....	32	Anita .....	35	Austinvilla..	6	Bellevue .....	40
Agency .....	25	Ankeny .....	20	Avery .....	5	Belmond .....	28
Ainsworth ..	21	Anthon .....	21	Avoca .....	35	Beloit .....	3
Akron .....	9	Aplington ..	14	Avon .....	2	Bennett .....	19
Albert City.	24	Arcadia .....	23	Ayrshire .....	9	Bentley .....	0
Albia .....	67	Archer .....	10	Badger .....	5	Benton .....	15
Albion .....	17	Arden .....	1	Bagley .....	20	Bentonsport.	33
Alburnett ..	10	Aredale .....	8	Bailey .....	0	Barkley .....	1
Alden .....	38	Argyle .....	21	Baldwin .....	6	Barklin .....	1
Alexander ..	10	Arion .....	8	Balfour .....	1	Bernard .....	32
Algona .....	43	Arispe .....	2	Bancroft .....	19	Bertram .....	0
Alleman .....	0	Arlington ..	64	Bangor .....	1	Berwick .....	34
Allendorf ..	3	Armstrong ..	17	Barnes City.	7	Bettendorf ..	1
Allerton .....	25	Arnold .....	0	Barney .....	7	Bevington .....	6
Allison .....	23	Arnold's P'd	4	Barnum .....	5	Bidwell .....	1
Almont .....	7	Arthur .....	12	Bartlett .....	2	Big Rock .....	3
Alpha .....	0	Ashgrove .....	2	Bassett .....	20	Bingham .....	0
Alta .....	38	Ashton .....	15	Batavia .....	32	Birmingham.	24
Alta Vista..	8	Aspinwall ..	0	Battle Creek	17	Blairsburg ..	21
Alton .....	24	Astor .....	0	Baxter .....	10	Blairstown ..	19
Altoona .....	60	Atalissa .....	6	Bayard .....	9	Blakesburg ..	20

This is a fair sample of the way Farm Journal covers the corn belt. Is it strange that its advertisers get results that are the despair of competitors?

Farm Journal for December goes to press November 5th. 800,000 copies; \$4.00 per line.

**WILMER ATKINSON COMPANY**  
PUBLISHERS  
PHILADELPHIA

## WHY SPEEDWELL CAR ADVERTISED THE ACCIDENT

THREE ADS WHICH OCCASIONED MUCH FAVORABLE AND MUCH CAUSTIC CRITICISM EXPLAINED—PROOF OF CAR'S SOUNDNESS, THUS ADVERTISED, MORE THAN OFFSET FEARS OF THE IMPRESSIONABLE—I S AUTO TRUCK ADVERTISING DECEPTIVE?

By H. H. Wright,  
Advertising Manager of the  
Speedwell Motor Car Com-  
pany, Dayton, O.

Not long since three advertisements, about which PRINTERS' INK has sought our views, occasioned much discussion. One of these pictured the results of a bad accident, through which our car came without damage. "Was this profitable?" PRINTERS' INK asks.

As a matter of fact these advertisements caused more comment than any we have ever published. Simply the matter of much comment does not vindicate the advertisement, of course, but nearly all this comment showed that the reader was impressed with the staunchness of our car.

Our object in writing this advertisement was to present in an unusual way the fact that our car was *strong and long-lived*. By presenting a concrete photograph and data we put a news tone into our statement that our car was made of such stuff that it could stand out-of-the-ordinary punishment without any great injury.

We analyzed the proposition as follows: that the majority of readers to whom we could logically look for car sales have in almost all instances motored considerably and know that motor car accidents do occur. We presented an accident (which in itself is unpleasant) but we believe that because there were no fatalities and everything trans-

pired so "swimmingly" there was no serious influence against motor cars.

We scored a hit for the Speedwell, which was our intention, for if a car will go through an accident without serious harm, in all likelihood it will give long serv-



### THE SPEEDWELL

A pleasure car—in the truest sense

So perfect is Speedwell design—so excellent is the workmanship on the car—that the pleasures of motoring are brought up to the highest degree. Speedwell owners travel in a car that is supremely comfortable to ride in. Tours are never marred by mechanical difficulties.

Nothing short of a violent accident can put this car out of commission.

### Another instance of Speedwell sturdiness



A few weeks ago we recounted the happy adventures of a car that, in the darkness of a night tour, plunged into a deep ditch and came away practically unharmed. This was not an isolated case—we can recount many more equally "fortunate" accidents of which the following is one:

A party of five, in a Speedwell car, traveling over a road slick from continued rains, skidded in crossing a small bridge and upset into the creek below. To quote the owner—  
"Example of a big machine came in just, although we all got

WAS THIS AD JUSTLY CRITICIZED?

ice under normal conditions. More than that, the car-prospect will also feel that if he has an accident after buying a car his chances of getting off scot-free are better if he drives a Speedwell.

### THE ARGUMENT AGAINST IT

The argument against this advertisement is, of course, that it paints an unpleasant accident-picture to the prospective buyer and he may "sour" on the whole pleasure car proposition. We believe, however, that the propor-



# CONCENTRATE YOUR ADVERTISING IN THE SOUTH

**"The Most Prosperous Section of the World"**

To obtain best results you must use the Daily Newspapers in the South. This is really the only way to reach the moneyed masses.

A recent report shows that the total circulation of nine of the biggest National Magazines is about Five Million. These are the most popular of all magazines reaching the South. The combined circulation in ten Southern States is about Five Hundred Thousand—just one-tenth of the total circulations. In these ten Southern States, there are twenty million people who must have the articles advertised.

Just a minute's figuring will show the alert advertiser that he **MUST CONCENTRATE HIS ADVERTISING** in the **FOLLOWING SOUTHERN DAILY NEWSPAPERS** (combined circulation almost a million):

## ALABAMA

Birmingham Ledger (E)  
Mobile Register (M & S)  
Montgomery Advertiser (M & S)

## FLORIDA

Jacksonville Metropolis (E)

## GEORGIA

Albany Herald (E)  
Atlanta Constitution (M & S)  
Atlanta Georgian (E)  
Atlanta Journal (E & S)  
Augusta Chronicle (M & S)  
Macon News (E)  
Macon Telegraph (M & S)  
Savannah Morning News (M & S)  
Savannah Press (E)

## KENTUCKY

Louisville Courier-Journal (M & S)

## LOUISIANA

New Orleans Item (E & S)  
New Orleans Picayune (M & S)  
New Orleans States (E & S)  
New Orleans Times-Democrat (M & S)

## NORTH CAROLINA

Charlotte News (E & S)

## SOUTH CAROLINA

Charleston Post (E)  
Columbia State (M & S)

## TENNESSEE

Chattanooga News (E)  
Chattanooga Times (M & S)  
Knoxville Journal & Tribune (M & S)  
Knoxville Sentinel (E)  
Memphis Commercial Appeal (M & S)  
Memphis News-Scimitar (E)  
Nashville Banner (E)

## TEXAS

Houston Chronicle (E & S)  
San Antonio Express (M & S)

## VIRGINIA

Richmond Journal (E)  
Richmond News Leader (E)

## TURNING WINDOW POWER ON AUTO PUBLIC

SELLING DISPLAYS THAT HAVE  
HELPED TO BOOST GOODRICH  
TIRES—MADE IN FACTORY AND  
TRAVEL ABOUT COUNTRY—HOW  
INTEREST CAN BE FORCED

*By Charles W. Hurd.*

At least one national advertiser in the automobile field has not overlooked much when it comes to window display. The B. F. Goodrich Company, of Akron, O., is, in fact, the only one in the field which has made any attempt to develop the idea along the lines that have spelled success in other business.

A few weeks ago the company had a very elaborate display in its window on upper Broadway, New York, which woke up the whole section. The display is now swinging around the country for the benefit of the different agencies of the company and it will doubtless be just as effective in each of them as it was in New York.

It pictured a life-like scene in the rubber forests of Brazil.

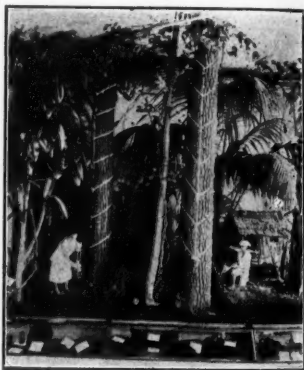
"We felt that few people have a clear idea of the source of rubber or how it is first obtained in its crude state," said E. C. Tibbitts, the advertising manager of the Goodrich Company, in regard to it. "So any illustration that pictures the process of gathering the rubber sap which eventually becomes the crude rubber of commerce, carries interest and helps to couple your name with automobile tires or any other rubber product.

"A good deal of pains went into the preparation of that scene. The figures of the male and female rubber gatherers were made of papier maché. The little hut was built of poles with grass-thatched sides and roof, the same as used by the Brazilian Indians. The large trees in the foreground are actual trunks of trees, taken from our native forests, but with bark similar to that of the rubber tree.

"The tropical appearance was obtained from the use of rubber plants, palms and evergreen vines. In front of the display proper are shown several cases filled with specimens of crude rubber as well as the implements and small utensils used in tapping the rubber tree and gathering the sap.

"This window display, while expensive to produce, is realistic and has proved a very effective advertisement for us," adds Mr. Tibbitts.

Another Goodrich window display which was very popular some months ago was a tire which stood up without apparent support and rolled back and forth in a groove without apparent motive power. Crowds used to gather in front of the window and speculate on the mystery. The explanation is that a heavy



HOW THE GOODRICH COMPANY SHOWS  
WHERE THE TIRES GROW

iron "dog" inside the tire was linked through a slit in the side of the tire away from the window to a short endless chain running parallel to the plane of the groove. This was a very successful display from the viewpoint of general publicity, but of course had not the "reason why" character of the display that plays up the purity of the product.

In New York City the local manager of the Witherbee Igni-

tion Company, of Springfield, Mass., prepared a novel display for the use of dealers and jobbers—a pair of miniature racing automobiles, operated by electricity on a small oval track. Wherever this is shown, the spark plugs and other manufactures of the company are scattered within and without the track so as to identify the name and product of the company as closely as possible with the display.

The automobile houses themselves have never made very much of this kind of advertising. If they have anything in particular to show, they put it into the window, all right, and there are lots of less interesting walks to take than through the automobile alley on upper Broadway in New York, or for that matter in any other large city; but the dealers have never made any calculated attempt to get the most out of their windows.

It is not possible at all times, of course, to show new designs in machinery, but if the crowd which the exhibition of the working model of the valve mechanism of the Stearns-Knight motor cylinder draws around the Stearns window is worth while, then a little thought might profitably go into working up something to take its place in other windows.

Something out of the ordinary is the display of the E. M. F. Company on Broadway of the "Flanders Twenty," which acted as the pathfinder for the Glidden 1911 tour. It is exhibited just as it came off the road, covered with mud and dust. Its flags, fluttered by the breeze from a concealed electric fan, catch the eye in passing. This window is different and gets attention.

One or two other automobile houses make use of moving devices to display photographs of their machines, the parts, the factory, races they have won, country roads, etc.

When a company has a lot of silver trophies, it is not a bad idea to put them into the window

(Continued on page 42)

## Family Life

The privilege  
of advertising  
in the  
Woman's Home  
Companion,  
is the privilege  
of talking to  
the homes  
in which family  
life, and all it  
means, are  
expressed in  
the best way.



The Best  
Space "Buy"  
in New York!  
135,988

These figures represent the  
*daily average net cash sales of*

**The**  **Globe**  
AND Commercial Advertiser. NEW YORK'S LARGEST NEWSPAPER.

during September, 1911.

☐ THE GLOBE'S circulation is the largest *quantity* of the *best quality* in the New York high class evening field.

# And here are the reasons:---

THE GLOBE counts as circulation only newspapers actually sold for cash.

THE GLOBE'S most recent certificate from the Association of American Advertisers (July 21, 1911) showed a net paid daily average sale of 103,333 for the year July 1, 1910, to June 30, 1911.

This average was fully 50 per cent more than that of THE GLOBE'S nearest competitor in the New York high class evening field, and THE GLOBE recently offered a \$5,000 forfeit to make good this assertion.

The splendid facilities offered by THE GLOBE'S new printing plant have made it possible now to supply the demand for the newspaper, and THE GLOBE is rapidly finding a place in every substantial New York home.

The September figures show an increase in circulation that establishes a new record for newspapers in THE GLOBE'S class.

Briefly, THE GLOBE'S cash sales to-day exceed its gross print of the same period a year ago.

This rapid extension of THE GLOBE'S influence means a circulation bonus to advertisers, because THE GLOBE'S advertising rates have not yet been advanced, despite the fact that,

Its circulation has increased more than 30 per cent, and despite the fact that,

Its increased circulation alone is nearly half as much as the entire net paid circulation of its nearest competitor in the high class evening field.

**The  Globe**  
AND **Commercial Advertiser.** 1912  
NEW YORK'S GREATEST NEWSPAPER.

is the only high class evening newspaper in New York that PROVES its circulation figures by A. A. A. examination.

*Are you on the list for The Orbit, that "Little Brother of THE GLOBE?" Send your name and get it regularly—it's free. Sometimes it's interesting, occasionally instructive, always good humored*

and let the public draw the proper conclusions. Several of the companies make a point of doing this from time to time.

The main use, however, to which auto dealers put their windows nowadays, is for the display of photographs of cars, races, touring trips, and for bulletins, telegrams, newspaper clippings; whatever, in short, is of a news and semi-news nature. Some dealers have provided neat bulletin boards for these; others simply paste them on the window. There is nothing much better than these, when they have real news value.

There is one important respect in which the auto dealer's window differs from almost every other kind of window, and which helps to explain why window display, as it has been developed in other lines, has not made much headway here. The first law of *window display* is that the display shall have a background to cut off whatever lies behind it and assist in focusing attention on it. But the automobile dealer's window has to display the whole store, *i. e.*, show one or more cars and show them in some perspective. The whole store, in fact, is a *part of the window*.

It would be a grave mistake, for instance, to cut off the view of the public into the beautiful interiors of the Packard and Peerless salesrooms, which strike the note of luxury. The rugs on the polished floors, the mahogany furniture, the brass jardinières and other details are meant to be seen by the man in the street as well as by the man who gets his foot inside the door. Anything in the window which would blur or spoil this impression would be out of place.

The average automobile dealer makes no attempt to approximate this comfortable home idea. His wareroom is a place of *business*. It might help to get a little bit away from this and impart a touch of homelikeness.

There is one feature common to all dealers. Probably no other business puts its name and trade-

marks on the windows to such an extent as does the automobile line. They are there in all the trade-marked letterings and colors, and give a distinctive air to the automobile district.

Returning to the dealers in tires and sundries, we find more differences. The Michelin rubber tire man, which has figured in many processions, helps to get attention in the windows. The Firestone people accept the opportunity of displaying one of the tires on which Burman, at Daytona, Fla., made a mile in 25.40 seconds, or at the rate of 141 miles an hour, "the fastest ever traveled by man."

The detachable rim concerns show in their windows how every other part of the wheel—hub, spokes and tube—may be smashed in an accident without injuring the patented rim. Another house employs a demonstrator in the window to take off and put on the tire in order to show the speed with which it may be done. A very striking instance of how not to do it is furnished by the dealer who sends a blinding glare at night into the eyes of passersby from one of his auto lamps.

From all these instances it will be seen that the matter of window display is generally left to the inclination of the individual dealer or agent and has not been generally appreciated or developed in detail. Inasmuch as it would be next to impossible to trace individual sales or even inquiries directly to the windows, it is not likely that the development of display will proceed much faster than the general appreciation of the power of publicity of any and every sort.

#### HOLD ADVERTISING CLINICS

The St. Louis Advertising Men's League held its first advertising clinic October 12, at the Cabanne Branch Library, when Roy B. Simpson dissected the diseases and ailments of advertisements of all sorts.

E. L. Gilbert, formerly with Collin Armstrong Advertising Agency, has made connection with the New York office of the Wyckoff Advertising Company.

## HITCHING THE NAME OF THE PRODUCT TO A DEFINITE SERVICE

HOW THE B. F. GOODRICH COMPANY  
KEEPS ITS NAME IN THE MINDS  
OF TOURISTS BY TELLING THEM  
WHAT THEY WANT TO KNOW—  
A PERMANENT OUTDOOR DISPLAY  
WHICH IS ALWAYS "TIMELY"

With the coming of the automobile a whole crop of new wants were born. People who hitherto were perfectly content with the general knowledge that there were roads connecting city with city began to show a desire to know something definite about them. Whereas before, a man who wanted to go from New York to Philadelphia let the railroad company worry about *how* he got there, he now began to demand knowledge of the route himself. Those who had rested satisfied to hire somebody else to find the way for them evinced a determination to seek it out at first hand. A certain kind of information took on a new value.

As soon as a thing becomes valuable, somebody stands ready to supply it—for a consideration. The growth of the automobile industry was followed by a flock of route-books, road maps and the like, all of which could be sold at a profit. But the most obvious method of delivering the information demanded—that of marking the roads themselves with signboards which should be visible to every passerby without cost—was neglected, for the simple reason that the source of profit was not immediately obvious. Here and there a community would erect guide-boards at the expense of the taxpayers; various automobile clubs assessed the membership to pay for markers at danger spots; resort proprietors placed signs to guide the tourist to their doors; but these enterprises were scattered, and the automobilist found wide gaps between where he was at the mercy of his route-book or chance directions picked up from the "natives." And route-books



People in the SMALLER CITIES, TOWNS AND VILLAGES depend more on the news they get from advertisements regarding things to eat, things to wear, and that otherwise add to the comforts and luxuries of life, than do the people in the LARGE CITIES. Any one who has lived the life, will substantiate this statement. The Utica

## SATURDAY GLOBE

has for nearly thirty years been a weekly messenger of news of all kinds in thousands of homes in live and growing towns of the section comprising interior New York, New England and adjacent states.

The circulation distribution of the SATURDAY GLOBE by its own carriers insures no "dead wood" in its circulation. When no longer desired, it does not lie around until the end of a subscription period in an unopened wrapper. When a reader no longer wants the SATURDAY GLOBE, he can stop it that week by simply notifying the carrier boy.

The average weekly circulation of the SATURDAY GLOBE is nearly 140,000 copies, and each copy means a separate and distinct home. Its welcome is pronounced. Its influence is marked. The legitimate advertiser in its columns shares this welcome, and profits by the influence.

*We are at your service any-time, anywhere.*

### THE JOHN BUDD COMPANY

Advertising Representatives,  
Brunswick Bldg., New York; Tribune  
Bldg., Chicago; Chemical  
Bldg., St. Louis.

have a faculty of being left at home when they are most needed, while the average "native's" sense of distance and direction is both fearful and wonderful.

It is strange that the advertising possibilities of the guide-board were not sooner recognized, for outdoor signs have been one of the standbys of the automobile industry from the start. But it seems never to have occurred to the gangs tacking signs

of the marker as a guide, but plain enough so that the source of the information cannot be ignored.

Since every automobilist uses tires, of some make, there is little "waste circulation," and the markers are producers of a good many direct sales since one of the features is a symbol which indicates the nearest town where Goodrich tires may be bought. Other symbols denote the location of repair shops.

E. C. Tibbitts, advertising manager of the company, states that it is intended to cover all of the principal roads of the country with these markers. So far, the principal roads of New England States, New York, eastern Pennsylvania, New Jersey, northern Ohio, northern Indiana, northern Illinois, southern Wisconsin, and the entire length of Iowa have been covered. On the Pacific Coast the entire network of roads through the southern part of California has been marked.

As fast as a route is marked, a route book is issued to cover it, which contains a map showing the relative position of every marker on the road.

A booklet entitled "The Story of the Goodrich Road Marker" is sent out to a large list of automobile owners. It contains a full account of the system of getting route information, placing the markers, etc., and includes a postal card request for route book covering a particular section. These inquiries, coming in advance of the posting of a route, give some indication as to the demand for information covering the particular section. Spaces on the card are provided for notations as to the kind of tires used and the service they are rendering, which provides good material for the company's follow-up.

Of course the expense of such a campaign is far in excess of that required to cover the same territory with ordinary publicity, but Mr. Tibbitts reports that from a purely advertising point of view the road marking campaign has been a decided success.



ONE OF THE ROAD MARKERS

every few miles along the highways that an extra line or two of route information would multiply the advertising value many fold, until, last April, The B. F. Goodrich Company, of Akron, Ohio, began its systematic distribution of road-markers.

The reproduction of one of the markers shows clearly enough the general features; information the tourist wants at the moment, in an advertising setting not so conspicuous as to kill the value



CERTAIN automobile manufacturer advertised in the *Christian Herald* because he was "willing to be shown."

In response to his very first insertion the *Christian Herald* brought him more replies than any one of over eighty national periodicals—with but two exceptions. He had already spent \$20,000 in one and \$15,000 in the other of these "two exceptions."

The circulation of one was five times and the other twice that of the *Christian Herald*, and yet the *Christian Herald* was lowest of all in cost per inquiry—with no exception.

Are you "willing to be shown?"

H. A. Reed

**HUPPARD ELECTRIC CO.**

**Rambler**  
1912-Cross Country

**Stoddard-Dayton**

Three new Jackson Cars which interest comparing—in power, size

**Thomas**  
NOTHING COUNTS LIKE SERVICE

**1912 White Line Complete**

**This Big New Maxwell**  
A 26 h.p. Touring Car—1912's Under

**ORBIN**

**Standard FORTY H.P. Car**  
Drop to \$1,500

**Locomotor**

**1912 American**  
The 1912 AMERICAN Used  
"A Car for Practically Everyman"

**1912 Buick**  
SILENCE COMFORT

The Date of Life  
Number will be Jar





of Life's Automobile Show  
 oe January Fourth

GEORGE B. RICHARDSON, Adv. Mgr.  
 B. F. PROVANDIE, Western Mgr.

## Does "Atmosphere" Advertising Make Good?

An interesting assembly of views by important automobile advertisers  
—Discussion occasioned by alleged success attending Pierce-Arrow atmosphere copy.

"Atmosphere advertising" is general publicity of the purest brand. In spite of the frequent objections urged by competent judges against the "publicity" variety of advertising, a great amount of it is being done; and, what is more, the practice shows few signs of diminution.

As one leafs over the magazines and the newspapers the fact is being constantly borne in upon him that many undeniably prosperous houses are making their grand advance upon the fortress of the consumers through "atmosphere" advertising. A fleeting glance is enough to prove the money and talent expended to secure artistic lay-out, including borders and text. Ability of the Leydendecker order is lavished upon illustration and setting that fairly breathes of quality and tone. The effort, of course, is to impress the reader with the feeling that if a house represents itself by advertising of this kind, then the product advertised must partake of the same high qualities.

The "reason-why" advocates put forward stout arguments against "atmosphere" copy and, moreover, point to convincing results of the educational variety. But so can the advocates of atmosphere or impressionistic copy.



A SAMPLE OF THE "ATMOSPHERE" COPY

The other day a man, high in automobile selling circles, dropped into the offices of PRINTERS' INK and stated without qualification that the Pierce-Arrow automobile had forged rapidly to the front ranks solely by reason of its atmosphere advertising.

"In fact," he said, "it is now getting the jump on its closest rival because of this. While its hardest competitor is perhaps a

better 'merchandiser' and a more ingenious exploiter of its wares, the Pierce-Arrow keeps itself high in the regard of users by its atmosphere advertising."

This statement is important, if true. It carries a significance to every manufacturer who is seriously studying the problem of the best advertising appeal he can make. To determine how other practical and successful men in the automobile industry viewed this proposition, PRINTERS' INK asked several to express themselves. Following are the statements:

### ATMOSPHERE COPY PUZZLES HIM

By J. L. Snyder,

Advertising Manager E. R. Thomas  
Motor Car Company, Buffalo.

I don't quite "get you" on the "atmosphere" point stuff in the

# How the Automobile Advertiser Employs the Milwaukee Dailies

**The Milwaukee Journal carried 98,672 lines**

**of Automobile Advertising during the past six months**

The next nearest daily carried	46,075
" " " " "	34,412
" " " " "	19,306
" " " " "	7,738

The Journal's showing is within 9% of the amount carried by all the other FOUR dailies COMBINED.

And the showing made by **The Milwaukee Journal**, with Automobile advertising, is not greatly unlike that with any other line of advertising.

**The Journal is supreme in Milwaukee.**

The Journal goes to **over 60 per cent** of Milwaukee **homes**.

Daily average for September, 67,292.

Flat rate 7c. per line.

C. D. BERTOLET,  
1101-10 Boyce Bldg.,  
Chicago.

J. F. ANTISDEL,  
368 Fifth Ave.,  
N. Y. City.

Pierce advertisement, unless you mean the "red-legged chauffeur" and the "gentleman with the straight-front trousers" appearing this month. I wouldn't care to mention anything about the lady's face anyway. Possibly, it is either "atmosphere" or "art" that is responsible for the tennis picture in the background, because how the "little fellow" is going to get that ball that the "long chap" is evidently going to hit to the other side of the court needs some such explanation.

In regard to our own advertising, we kind of figure up that we have a whole lot of things to tell the man who wants to buy a high-priced car, but we don't want to give them to him all at once so we aim to give him one or two each month. We try to make our announcements attractive without attempting to disguise the fact that they are automobile advertisements.

We are trying to give a little distinction to our copy by good commercial drawing, and the best plate work we can get.

To sum it up in a few words we believe in "advertising."

### "BRASS TACKS" NEEDED IN ADVERTISING

By Charles W. Mears,  
Advertising Manager Winton Motor  
Car Company.

If by "atmosphere" you mean pretty pictures, or that "inferential" style of copy that leaves everything to the imagination and makes no definite, distinct and definable appeal to the intellect, then I should say, without reservation, that so far as its use by automobile makers is concerned, it is an *outright failure*.

At one time or another most makers have tried it. To-day it has been abandoned wholly or in part by every last one of them.

To-day there is but a single house whose advertisements are almost wholly "inferential," but even this one house has seen fit of late to appeal to the intellect rather than to the emotions, and

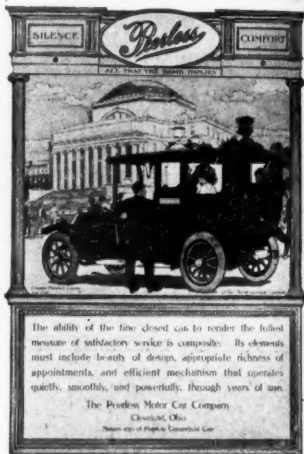
to say definite things in words rather than to suggest an indefinable nothing at all by means of pictures.

It would be the height of folly to attribute the success of this particular house to its advertising.

Indeed, it would be the height of folly to attribute the success of any automobile manufacturer to his advertising.

Advertising is merely an agency whereby the sales scope may be increased.

The success of any automobile manufacturer, in the long run,



PEERLESS LIKES ATMOSPHERE

depends upon the car he makes, the price he charges, the extent and efficiency of his distribution, and the value of the service he gives his buyers after they purchase his car.

One of the biggest successes the automobile industry ever knew became a big success without advertising, weathered severe financial storms without advertising, and now, strangely enough, has begun to advertise.

That concern succeeded without advertising.

It would be just as easy to succeed in spite of advertising.

And although at this stage of

the industry's progress, it might be difficult for a new concern to get onto its feet without advertising, I have no doubt that it could actually still be done if the goods were right, the price high enough, the distribution adequate, and the after-service good.

Let us not magnify advertising.

Let's not put the cart before the horse.

Nor let the tail wag the dog.

Advertising may make the success of a circus that keeps moving from town to town and doesn't need to render an account to the people whose money it has taken.

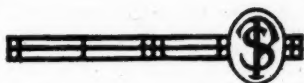
But an automobile is not a circus, and unless an automobile has in it the elements of success that would win without advertising, it cannot win with advertising.

And if, having these elements, it goes on and scores success, no very intellectual human being will deliberately and seriously say that advertising did it, all alone and unaided.

As for "inferential" advertising at large, woe betide the concern that tries it, unless that concern is fortified with strong boxes of funds sufficient for a long and hard pull.

It is the slowest working thing in the world next to New Orleans molasses at the North Pole.

Its appeal is limited to that very restricted class of Americans who, having a superabundance of wealth, find thinking a hardship. And that class ignores the existence of the newcomer's inferential copy for a long, long time. Then, all at once, the ennui of existence becomes overpowering, the languid class looks for a change of watering places or motor cars and behold, it discovers that So-and-So has created an atmosphere around his motor car and that that motor car, therefore, "must be good." So, the scions of the houses of superabundant wealth ask the butler to telephone to have a couple of those sixty-horsepower



We are &  
always glad  
to have any  
advertiser  
investigate  
our organ-  
ization-its  
work and its  
personnel

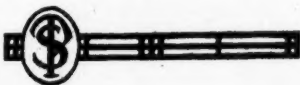
**TRACY-PARRY  
& STEWART**

Advertising Agents

Lafayette Building  
"PHILADELPHIA"

MAGAZINE

NEWSPAPER &  
"OUTDOOR PUBLICITY"



machines delivered at the back door.

If you, Mr. New Advertiser, have plenty of money to waste and plenty of time to wait for your inferential copy to awaken the slumbering millionaires, go to it.

If you haven't, if you are in business to sell goods and to sell them now, take a lesson from "Mr. Pickle from Michigan."

In Cleveland just now people are eating pickles who never ate pickles before, and the Williams Brothers Company, of Detroit, are shipping their product into Cleveland by carloads.

And it is all due to a big billboard campaign in which pickles are given a personality: "Mr. Pickle from Michigan"; can you beat it?

Atmosphere and dignity, *a bas!*

Yours for red blood and common sense and brass tacks.

#### DEPENDS ON AUDIENCE TO BE REACHED

*By George E. Twitmyer,*

Advertising Manager Peerless Motor Car Company.

Reiterated assertion by picture or by text that your product is a quality product is bound to gain credence and acceptance for your statements—if your product substantiates your claims for it.

It is the fibre of the message conveyed by the text or the picture that counts. If the message is sincere there will be results. Methods must be determined altogether by the character and the temper of the audience to be reached.

#### ATMOSPHERE IS GOOD BUT NOT FOR HIM

*By H. W. Ford,*

Secretary Chalmers Motor Company, Detroit

If it is true that "The Pierce-Arrow car is forging ahead of its hardest rival," then I would be inclined to give much of the credit for such success to their

advertising. I believe that Pierce-Arrow advertising has been good advertising for the kind of car that the Pierce-Arrow is, selling at the price at which it sells.

I do not believe that the "atmosphere" style of advertising would be as well adapted for our usage as it is for the Pierce-Arrow. Answering your question further, I do not believe that it would bring us more business than any other factor in our promotion campaign if we were to adopt that style and persist in it.

#### WOULD NOT DO FOR MEDIUM-PRICED PRODUCT

*By J. W. Gilson,*

Assistant Secretary Mitchell-Lewis Motor Company, Racine, Wis.

We do not believe for our particular use the Pierce-Arrow style of campaign would be of any material benefit. We feel that going into newspapers and farm publications as we do we are more nearly reaching those people who are in a position to buy Mitchell cars.

A fair example would be something like this: Tiffany's location on Fifth avenue, New York, and their prices appeal to a class of people who are looking for articles at about the price Tiffany charges, but it is a certainty that there are a bigger percentage of people who do not care for Tiffany's name or Tiffany's prices, and to advertise Tiffany to them would be a waste of time and money.

The Pierce-Arrow style, we must admit, is perfectly good for their type and price of car. It reaches undoubtedly the people who have the money to pay such prices. We seriously question, however, as to whether this same style of advertising would reach the people who buy the medium-priced cars such as we are manufacturing; in other words, our class of buyers are of the practical every-day kind to whom artistic effects mean little. They want as good a car as they can

# Facts!

The Kansas Farmer,  
Topeka, Kans.

March 11, 1911.

Gentlemen:—

Answering yours of the 9th, asking for comparisons as to results received from — and the Kansas Farmer, we beg to say that they are about neck and neck. We have had 79 inquiries from — and 75 from the Kansas Farmer, but so far as orders are concerned our records show that we have made no sales on their account.

Yours very truly,

The Kansas Farmer,  
Topeka, Kans.

May 3, 1911.

Gentlemen:—

We have just finished checking up the returns from the advertising run in the Kansas Farmer, and it certainly is a business puller. Our advertising agency recommended the Kansas Farmer and we had expected big returns, but we are certainly satisfied beyond every expectation.

The Kansas Farmer seems to have a strong hold on the better class of agriculturists in Kansas and we believe anyone having a good proposition which can be used on the Kansas farm will make good if advertised properly through your paper. We expect to use your paper on every advertising campaign which goes out.

Yours very truly,

The Kansas Farmer,  
Topeka, Kans.

April 27, 1911.

Gentlemen:—

We could not get along without The Kansas Farmer. It stands at the top of the list, both as to number and cost of inquiries.

This is saying a great deal when you consider we are using about 25 of the largest agricultural mediums in the Middle West. Your subscribers seem to be very high-class farmers, who are amply able to buy your goods. I think the age of your paper and its splendid editorial staff has much to do with this.

Yours very truly,

The Kansas Farmer,  
Topeka, Kans.

May 24, 1911.

Gentlemen:—

The Kansas Farmer is right at the top of this list, up to Wallace's Farmer, the Breeder's Gazette, etc.—ahead of — in your own state.

Yours very truly,

The Kansas Farmer,  
Topeka, Kans.

May, 1911.

Gentlemen:—

I keep my advertising running in The Kansas Farmer regularly because it pays me to do it. I had one deal alone a few months ago that came to me through the Kansas Farmer, my net profit being over \$1,700.00. I could not afford to stay out of the paper.

Yours very truly,

**THE KANSAS FARMER** is the only farm paper that ever succeeded and prospered in Kansas purely as a farm paper. It secures, maintains and increases its circulation without the necessity of resorting to popular political or other discussions. It has more than doubled its circulation in the last three years without any forcing methods and this popularity in its home state is attested by the fact that 90% of its circulation is among Kansas farmers. Few farm papers of any character can make such a showing.

We are renewing more than 75% of our subscriptions and an increasingly large percentage of advertising contracts.

**THE KANSAS FARMER** will raise its rate January first to \$.30 a line for a guaranteed circulation of 60,000. Contracts placed on or before January first and calling for an insertion in December will control the present \$.25 rate for a year from that date.

**KANSAS**  
Topeka



**FARMER**  
Kansas

GEORGE W. HERBERT, Inc.  
Western Representatives,  
First National Bank Bldg.,  
Chicago, Ill.

WALLACE C. RICHARDSON, Inc.  
Eastern Representatives,  
41 Park Row,  
New York City.



get for the limited amount of money they have to pay, and the general automobile-buying public are becoming educated to the fact that the "hot-air" style of advertising means nothing. They want to get down to bare facts and know what a car will do and how long it will do it.

You will be surprised to know just how intelligent the average buyer of medium-priced cars is becoming at this time. They do not ask for a lot of theories, but do insist on having common sense talked to them on the automobile they are considering.

It is the same old story—what may be good for one manufacturer's article in the way of advertising would not at all suit something in another class.

#### IMPRACTICABLE BECAUSE OF NEED OF EDUCATIONAL WORK

*By D. B. Williams,*

Of the American Motors Company,  
Indianapolis, Ind.

Frankly, we do not believe that we would benefit from this kind of copy. The "American" underslung is distinctly different from the average car on the market to-day, embracing as it does principles of construction that are as yet a novelty in the automobile world.

But these same principles have been so thoroughly demonstrated as correct and acknowledged as such by the best automobile engineers the world over, that we believe a little technical copy, used in our advertisement works out to our advantage. The public needs education to convince them that the underslung frame is the safest construction for motor cars.

Then too, the "American" is not as well known throughout the country as the Pierce-Arrow and while our car appeals to the same classes that purchase the other higher-priced cars on the market, we are forced to use, or try to secure, a combination of the class and refinement in our

advertisements, and at the same time embody some educational features.

#### GOOD FOR ADVERTISER WHO HAS WON HIS REPUTATION

*By J. H. Newmark,*

Advertising Manager Oakland Motor  
Car Company, Pontiac, Mich.

The question of "atmosphere" advertising is indeed an interesting one and lends itself readily to considerable debate.

I am inclined to think that this class of advertising is good for the manufacturer who has been before the public for several years, has achieved a national reputation, and is thoroughly satisfied that his product stands in the lead. That is, I am of the opinion that this form of advertising should be a part of his campaign, but not wholly so.

I believe he should alternate his "atmosphere" advertising with straight copy of the heart-to-heart sort, for I think that it is in this way that he will best be able to reach the new prospect—the first-time owner, who is not asking for opinions, but who is trying to find out for himself. "Atmosphere" advertising will not tell him anything, and in this age of keen competition, everyone insists upon being convinced, even the man who can afford the very best.

For the manufacturer who has been before the public for three or four seasons, "atmosphere" advertising will not do at all. It is not convincing. It does not prove anything. It does not give you any information, and there is nothing satisfying about it.

Younger companies have a much better way of spending their money than in the style referred to, especially so if they are trying to prove exclusive features, or any superior points. This can not be done in "atmosphere" advertising.

As to our own advertising, we believe in copy, and incidentally have aimed to be convincing, truthful, and have something



Madison Square Garden, designed by Stanford White and completed in 1890, is to be torn down in 1912 to make way for a loft building. The week of October 22 will be a good time to take your farewell look at it. The Buckeye Cover exhibit will be in spaces 67 and 68—almost the first thing you'll see if you turn to your right on entering the door.

## Only a Few Days Left

to visit spaces 67 and 68 in Madison Square Garden and see the hot embossing plant at work "proving" the *economical effectiveness* of

# Buckeye Covers

*for your Catalogues, Booklets  
and Advertising Literature*

If you can't make it, write us on your business letterhead and our "traveling demonstration" will be sent you

### By Prepaid Express

One good look at either of these "demonstrations" will convince you of the futility of paying out good money for high-priced cover stocks when Buckeye covers are available.

Now made in sixteen colors, four finishes and four weights—the greatest *variety* and the greatest *values* ever offered by a paper mill. Your printer knows the nearest jobber.

## The Beckett Paper Co.

Makers of Good Paper in Hamilton  
Ohio Since 1848



different from the ordinary automobile advertisement.

There is one great fault with automobile advertising, and that is, the copy and style seem to be common property. Everyone makes the same claims, whether they are marketing a thousand dollar car or a three thousand dollar car. Everyone uses the same superlatives. Everyone seems to be satisfied that they have the "very best," regardless of price, the position they hold, and the number of years they have been manufacturing cars.

Three or four national advertisers have, in several instances, shown cars but no prices. I wonder if they are ashamed of stating them, and I wonder what their idea is in leaving them out. An omission like this would certainly make anyone suspicious.

To give you an idea of the use of copy, and how it is applicable to any car—a well-known agency man, some months ago, showed me a piece of copy that he had prepared for a certain automobile company. This was in proof form, and had never been used. A little while later he resigned his position, and took with him this piece of copy, probably thinking that it was a part of his assets. Later on, he used it in its entirety for his new employers. This is not individual advertising.

### ATMOSPHERE VALUABLE FOR IMPRESSION OF LUXURY AND ELE- GANCE

*By C. A. Emise,*

Manager Department of Advertising,  
Lozier Motor Company, Detroit

We are believers in "atmosphere" style of advertising certain grades of motor cars, but believe that advertising of this character is naturally more effective with automobiles which measure up to "atmosphere" standard.

The purchaser of a medium-priced car does not expect the luxury and comfort or the style which he ought to obtain in a \$5,000 car and advertising which

attempts to depict these qualities in a low-priced car would be ineffective for the reason that the claims would be looked upon with doubt.

The purchaser of a standard \$5,000 car is very much inclined to take mechanical excellence as a matter of course. The power, efficiency and durability of cars of this class have been pretty well demonstrated and the average purchaser is very little interested now in technical details; as the mechanical excellence is a matter of course, he is led to buy the car which will give him the maximum of luxury, comfort, style and elegance—a car, the possession of which will give him the same standing with his fellow motorists as does the possession of gems of art, sculpture and literature with people of wealth, culture and refinement. In this connection, "atmosphere" advertising is valuable.

The manufacturer of lower-priced cars has before him the necessity of educating the public to the knowledge of the real utility and service qualities of the car in question and to prove the fact that value received is being given for the price asked.

### "ADITORIAL"—EDITORIAL AD

A new and rather happy word, "aditorial," has been coined by a Fall River general dealer, W. D. Wilmot, to describe his direct and personal way of reaching the public through the newspapers. Since the last of September he has been running a series of such ads under the heading of "Wilmot's Ad-itorials," and some of them are very good for the purpose, as witness the following paragraph, which illustrates the style:

"Well, Friends:

"As promised in Saturday's Aditorial, I will now try to give you a pen-picture of the beautiful dolls in the Main street window, which we shall give good little girls for only 98c to-day and to-morrow.

"See them in the window next Medicine Shop, then come in and take them in your hands.

"See what strong wooden joints the legs have; see the strong wooden arms; notice the sewed wigs and different colors of hair.

"Some of them have 'sleeping eyes' and some have fixed eyes, just as you prefer. They are full 26 inches tall, and well strung with good elastic. Our 'Doll Doctor' has examined them, and he knows."

# \$20,000 the first order

---

W. K. Kellogg, a leading cereal advertiser, backed his opinion of the American Sunday (Monthly) Magazine, with its more than 2,000,000 circulation, by an initial order for back covers alone amounting to \$20,000.

Mr. Kellogg knows advertising values. He has acquired it by the expenditure of hundreds of thousands of dollars. He knows that for this \$20,000 investment in the American Sunday (Monthly) Magazine he will send into more homes in this country the message of Toasted Corn Flakes at a less cost per home than through any publication.

What Mr. Kellogg can do, Mr. Advertiser, you can and *should* do.

We'll show you just where our circulation goes and in what quantities. We will prove to you beyond any reasonable doubt that the American Sunday (Monthly) Magazine is a *necessity* in any National Campaign.

*Send for our booklet "Facts"*

---

## AMERICAN SUNDAY (MONTHLY) MAGAZINE

23 East 26th Street, New York  
511 Security Building, Chicago

## THE TESTIMONIAL AS A RESULT GETTER

IT SOMETIMES PROVES THAT IT IS THE LAST GUN WHICH WINS THE BATTLE — HOW TESTIMONIALS WERE USED IN THE BRITANNICA CAMPAIGN—AS USED BY THE M'CRUM-HOWELL COMPANY

By James W. Egbert.

### II.

When the locomotive is puffing up the grade, it is the last pound of steam that carries the train over the summit. If that last pound weren't there, the train would be stalled, no matter how many other pounds of steam had done their work perfectly. And it is the last piece of advertising before the sale is made which determines the value of all the advertising which has gone before.

Almost everybody came into contact with the Encyclopædia Britannica campaign of last winter and spring. It was so big in its proportions that it could hardly be missed by anyone able to read. Yet after all the inserts in the magazines, after all the newspaper space, and the splendid series of form letters, the campaign was a failure until after the last gun was fired. It took the last piece of advertising to give any value to the thousands of dollars' worth which had gone before, and if the Fresbrey Company had stopped one day before they did, the campaign would have gone down in history as a great advertising defeat.

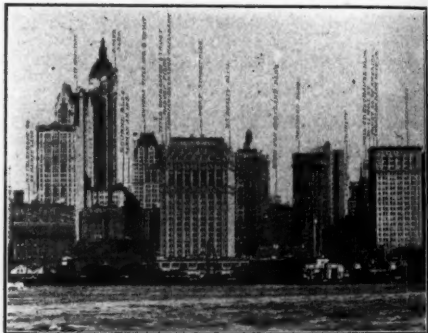
Not because the copy had not been good, or the mediums well chosen, or for any reason except that the great number of interested people had not been interested quite hard enough to buy.

It was the last pound of steam, the last supreme effort which carried so many of those interested people over the line which divides prospects from customers, that changed the campaign from a failure to a success.

It is interesting to note what the last shot was. It consisted of an announcement that the prices would be raised on a certain date, not very far in the future, together with a rather bulky book of testimonials from people of unimpeachable integrity and undisputed knowledge of what they were writing about; people, most of them, known by scholarly reputation the country over.

The announcement of the raise in price said, in effect: "You must buy at once, if you want the books," and the testimonials drove the conviction home. "You *do* want them."

Of course it is impossible to assert that the testimonials were responsible for any definite proportion of the remarkable returns



PICTURING THE NEW YORK SKYLINE FOR TESTIMONIAL EFFECT

received on the last day. It is seldom possible to prove *what* has greatest influence towards a definite purchase. But there is a certain weight of evidence in their favor when the circumstances of the case are considered, and I know of one instance, at least, where a sale was made which, but for the testimonials, would not have been made at all.



## PROFITABLE ADVENTURES IN FOREIGN LANGUAGE PAPERS

ADVERTISERS WHO HAVE DISCOVERED  
EFFECTIVE METHODS OF APPROACH  
—AN INTERESTING WAY OF  
CHECKING UP COPY BEFORE IN-  
SERTION—HOW THE CONSOLIDAT-  
ED GAS COMPANY OF NEW YORK  
CITY GETS THE EAR OF THE FOR-  
EIGN DISTRICT—WHY THE BANK-  
ERS' TRUST COMPANY, OF NEW  
YORK, TRIPLED ITS APPROPRIATION  
IN FOREIGN LANGUAGE PAPERS

*By S. C. Lambert.*

A certain New York advertiser in the foreign language newspapers of the country checks up his copy by having a reliable bureau translate it into the desired tongue and then having another linguist, not employed by the bureau, turn it back into English again.

He was telling of his experiences the other day. He recalled one ad upon which he had lavished all his expertness in copy writing. In English he could not help being proud of this pet youngster of his brain. He took the copy to a translation bureau and watched it change form into the unrecognizable written lingo of the Assyrian, Hungarian and Polack. He wondered how much violence the ad of which he had been so proud had suffered by being bent to the various idioms.

As is his habit in all his foreign language advertising, he took the proofs of these translations to a man to whom these languages are practically native tongues.

His favorite ad "came back," but how changed by its brief sojourn in foreign phraseology! It had not changed in meaning, but it had taken on queer and outlandish manners of expression. He said it was like having a child abducted by gypsies and after a long time having it restored to him, clothed in oriental garments, swarthy of complexion and, in accent, vividly reminiscent of his late associates.

He says he always has conflicting feelings when he welcomes back a piece of copy which has

made an excursion in half a dozen different languages. But he finds that this re-translation into English is profitable, for occasionally he is able to remedy small defects which might carry an impression to the reader of the foreign language paper not quite what he desired to make.

Every advertiser in foreign language newspapers will make his own peculiar discoveries, according to the nature of his product. But the discovery that seems to be made in common by all those who have these papers on their list is that their readers regard whatever is printed in them as authoritative. The restrictions that limit the utterances of the editors in Hungary, and some other countries, make for conservative statement. The editorial training does not encourage sensational overstatement.

Robert E. Livingston, advertising manager of the Consolidated Gas Company, of New York, made this discovery in an interesting way. It was at the time when, the Supreme Court having upheld the 80 cent gas rate, the gas company was giving rebates to consumers who had been paying a higher rate while the case was on appeal.

News of this restitution of money spread swiftly through the foreign quarters of New York. Speaking in a dozen tongues, the people swarmed around the offices of the company, waiting expectantly for their money. Although the company's interpreters went up and down the lines explaining that no cash payments could be made, but that every repayment must be made by check in turn and that every creditor should go home and wait for his check, the lines continued to grow, the same faces appearing in line from day to day.

Posters in Yiddish, Italian, Polish and German were put up near the lines. These helped somewhat, but genuine relief from the congestion did not come until fully explanatory ads were put into all the foreign language papers of the city. After these had appeared twice or three times, the lines



YOU CAN TALK TO

**ALL** CLASSES—

**ALL** THE PEOPLE


**ALL** THE TIME

only by using

## Street Car Advertising

"THE GOLDEN ROUTE TO SUCCESS"

And you can talk to **ALL** the people for **LESS THAN HALF** it will cost you to talk to **HALF OF THE PEOPLE** any other way, or all other ways combined. We mean **JUST THAT**.

 Read it again—analyze it!

Street Car Advertising is **SUPREME** as the most **ECONOMICAL** and most **EFFECTIVE** National Advertising Service.

We represent, exclusively, the Street Car service in more than three-fourths of the cities and towns in the United States, Canada, Mexico, Cuba, Porto Rico, Philippine Islands and Brazil. We plan and furnish every requisite of the largest and smallest advertising campaigns.

## Street Railways Advertising Company

LARGEST ADVERTISING ORGANIZATION IN THE WORLD

**WESTERN OFFICE:**  
First National Bank Bldg.  
Chicago

**HOME OFFICE:**  
Flatiron Building  
New York

**PACIFIC COAST:**  
California Street  
San Francisco



## Booklets That Will Help You

Printers' Ink writes:

"We have often looked at the literature which you have gotten out and commented upon its praiseworthy features. You certainly are to be congratulated upon your great gain in advertising."

Agricultural Advertising says:

"The managers of Pierce's Farm Weeklies believe in advertising and are taking their own medicine in liberal doses.

"A stream of good advertising literature relating to these publications reaches the advertiser and prospective advertiser."

Judicious Advertising says:

"Mr. Pierce and Hugh McVey, his advertising director, believe in an advertising organization that is more than a space-selling department and circulate promotion matter and educational literature of the highest order to the manufacturers whose advertising is desirable in selling to the great Farm Market."

An agricultural publisher writes:

"I feel like saying that you are putting out the best line of printed matter being put out by any publisher in the business. It is without the usual generalities and insipid stuff that make up most printed matter.

"I note by the columns of Pierce's Farm Weeklies that the business is coming along fine and I am certainly glad to see it."

Our ability to prepare good farm paper literature lies in the fact that we have an extensive organization which enables us to be in touch with the varied conditions affecting both farmer and advertiser.

*Do you need any of these Booklets?*

## Pierce's Farm Weeklies

Iowa Homestead, Des Moines, Iowa,	
Est. 1855 .....	130,000
Wisconsin Farmer, Madison, Wis.,	
Est. 1848 .....	70,000
Farmer & Stockman, Kansas City,	
Mo., Est. 1877.....	80,000
Total circulation—280,000.	

**JAMES M. PIERCE, Publisher**  
DES MOINES, IA.



# Northwest Farmstead

47 Papers Used by Moline Automobile Co.  
Northwest Farmstead Leads  
Them All

ALBERT G. WADE ADVERTISING AGENCY  
NEWSPAPER AND  
MAGAZINE  
ADVERTISING  
CATALOGUES, BOOKLETS, FOLDERS, FOLLOW-UP PLANS

1778-80 OLD COLONY BUILDING  
TELEPHONE HARRISON 2424

Chicago, July 27, 1911.

The Orange Judd Co.,  
Peoples Gas Bldg.,  
Chicago, Ill.

Gentlemen:—

We have just checked up the Moline Automobile campaign for 1910-1911, and it will interest you to know that the Northwest Farmstead heads the list of 47 papers used on the past season's campaign. This certainly is gratifying to us and in addition, I can also add it has made surprising showing on every account on which we have placed it on the list.

Wishing that there were more of this kind of mediums in the agricultural field, I am

Yours very truly,

*Albert G. Wade*

AGW-HO

**The  
Leading  
Farm  
Weekly  
of the  
Northwest**

**The  
Result  
Producer  
of the  
Northwest**

**Orange Judd Company**

WE  
39 Peop  
135 Palace  
33

# Hears the Moline List

## Read Mr. Wade's Letter Herewith!

This letter should be significant not only to automobile manufacturers, but to everyone interested in reaching the big buying farmer of the great Northwest.

On this list of 47 papers used by the Moline Automobile Company were practically all the farm papers of the West. The statement of Mr. Wade is only one of many we have received—the extraordinary results from The Farmstead are opening the eyes of advertisers and agents—it is out-pulling all competitors.



## 100,000 Circulation

in Minnesota—Dakotas—Washington—Oregon—Wyoming—Montana and Idaho. Edited by Professors Willis, Burlison and Bopp. Edited in a live, aggressive manner—it has a hold on the farmers in that territory—that accounts for these extraordinary results. The Farmstead is devoted to the development of the American Northwest. It is making good with both reader and advertiser. *It will pay you.* Let us send you expressions from advertisers entitled "Evidence in the Case."

### WESTERN OFFICES:

39 Peoples Gas Bldg., Chicago, Ill.  
135 Palace Bldg., Minneapolis, Minn.

### HEADQUARTERS:

315 FOURTH AVENUE  
NEW YORK

### EASTERN OFFICE:

1-57 West Worthington Street  
Springfield, Mass.



# Incubator Manufacturers

Do You Know That

## Farm, Stock & Home

Minneapolis, Minn.

carries more advertising of eggs  
and poultry than both the other  
Minnesota agricultural papers  
combined?

It pays fanciers and breeders.

It must, therefore, have a lot of  
subscribers who raise chickens.

If they raise chickens they are  
interested in incubators.

Well?

What's the answer?

**100,000 circulation, 40 cents flat**

**"The Paper of Service"**



These sales have shown a steady increase since the foreign-paper advertising began. Here are some interesting figures: before this advertising began, it was found that sixty-eight out of 2,000 advices had foreign names, or 3.4-10 per cent. After last year's campaign 269 out of 6,000 names were obviously foreign, or 4.5 per cent, a net increase of 32.3 per cent that must be credited to the foreign-paper advertising. On this showing the Bankers' Trust Company's appropriation after the first year was tripled in the foreign language papers.

#### "GREEN BOOK" FORBIDDEN WHOLESALE GROCERS

The long expected decree of the United States Circuit Court in the case of the Southern Wholesale Grocers' Association charged with violation of the Sherman anti-trust law, was filed at Montgomery, Ala., October 17. By its terms the association is not dissolved, as many expected it would be, but is permitted to continue its activities so long as it conforms to the terms of the decree which prohibit certain specific lines of action. These appear to cluster large around the conspiracy features of the association's former policies, which it is claimed to have abandoned since its reorganization last spring.

There is little in the decree which has not been anticipated by men familiar with the trade and with this action in particular. Much of the illegality appears to rest on the motives back of the noted "Green Book" and its effect on manufacturers and jobbers who were not members of the association.

The Government has claimed that this practically amounted to an exclusive list of grocers to whom manufacturers might sell their goods; that they were rewarded for observing it and punished for disregarding it, through the exercise of a practical boycott.

This book is prohibited as is any action of "conspiracy" of similar intent or effect.

The association is restrained from acting in concert in the fixing of prices in any way, but nothing is said about the rights of individual manufacturers or jobbers in this respect when such action is not a "conspiracy." The costs are assessed upon the association.

#### "THE WORST OF IT IS HE LIKES IT"

CHICAGO, Oct. 7, 1911.

Editor of PRINTERS' INK:

I have a large bone to pick with your outfit. You print so much in each issue that I cannot find time to read it all.

The worst part of it is that all of it is so good that if anything is skipped it is likely to be just what would be most helpful.

IRWIN SPEAR.

#### WANTS THE CREDIT TO GO WHERE IT BELONGS

CHICAGO, Oct. 9, 1911.

Editor of PRINTERS' INK:

In printing my letter as to "Large and small space," you headed it "BIG Space Built Spearmint Inside Year."

This is liable to misconception. Big space "built" Spearmint in the newspapers within that time, as I stated. But the original success of Spearmint was created exclusively in the cars of the Street Railways Advertising Company, and it was not until the success was made all over the country that Mr. Wrigley expanded into other mediums, thereby increasing a business that was already upon a profitable basis.

I thank you for printing this. I am in the general advertising planning and writing business, using all mediums, but I wish credit for the original Spearmint success to be given where it belongs, as far as the medium is concerned, instead of apparently to mediums where small space can be overshadowed.

B. D' Emc.

#### CANADIANS NUMBER 7,000,000

The population of Canada, according to the census figures just announced, is 7,081,869, a million less than was expected. The population in 1901 was 5,371,315. The population of some of the principal cities and their gains are as follows:

	Population.	Gain.
Montreal .....	466,197	198,467
Quebec .....	78,067	9,227
Toronto .....	376,240	168,200
Winnipeg .....	135,430	93,090
Vancouver .....	100,333	73,823
Victoria .....	31,620	10,804
Ottawa .....	86,340	26,412

#### THE TOTAL POSSIBLE FIELD FOR CAREFUL ADVERTISERS

Actors who played with Booth and Barrett.....	11,456,189
People who knew you when you were poor.....	78,546,987
Oldest inhabitants .....	56,187,354
Assorted liars .....	356,456,100
People with a grievance....	108,567,876
People who remembered you when you were "so high"	76,345,567
"Old Subscribers" .....	64,456,732
Blooming Idiots (all varieties)	763,453,657
Total .....	1,457,378,962

—Exchange.

#### MR. SIEGFRIED RESIGNS

Frederick H. Siegfried, president and treasurer of The Siegfried Company, New York, who has been obliged to take an extended rest from business because of the condition of his health, has resigned as secretary-treasurer and member of the executive committee of The Association of New York Advertising Agents.

## THE "ZONE" IDEA AND THE POST-OFFICE

THE BERKLEY SYSTEM COMPANY.  
CHICAGO, ILL., Oct. 2, 1911.

Editor of PRINTERS' INK:

In the issue of PRINTERS' INK under date of September 7 on page 33 you have published an article on the subject of the *Monthly Style Book* and its "Zone" system of advertising.

On page 34 in the second column, half way down, you say:

"It cannot fail to suggest a possibility of other powerful national magazines issuing separate district editions. The splendid and economical service which the monthlies have given advertisers has made them attractive as mediums in the eyes of not only national advertisers but also semi-national and even quarto-national advertisers, so to speak, whose purse strings have tightened at the considerable waste circulation which their use entailed, they not being able to do business everywhere."

In writing this did you have in mind the rulings of the Post-office Department in reference to the necessity for having each magazine in the entire circulation an exact duplicate of every other?

You suggest that the national magazines could adopt this policy of "Zone" advertising, but could they do so under

the present rulings of the Post-office Department?

We note that the *Style Book* is not entered as a second-class publication. Would this mean that the magazines adopting this plan would be debarred from the second-class privileges?

EDGAR A. RUSSELL, Pres.

## TO BUILD LOG CABIN IN A DAY

Coats off, hats off, sleeves rolled up and perspiring, the seventy odd members of the Advertising Club of Columbus, O., expect, at a date yet to be fixed, to construct a large two-room log cabin, fitted with an old-fashioned fireplace and consistent furniture, in one day. Members figure that they can work fast and with marvelous results, with the fact that neither the site nor the material used in the construction of the cabin will cost them anything as inspiration.

After the cabin is completed and the club is at home within its walls, a publicity campaign will be commenced, which will aim to tell the whole world what Columbus hustlers did in one day. The members believe the work will attract wide attention.

The club was host at a banquet held October 2 in honor of William H. Ingersoll, the head of the Advertising League of New York.

The *Fruitman and Gardener*, of Mt. Vernon, Ia., has absorbed the *National Fruit Grower*, of St. Joseph, Mo.

# H.E. LESAN ADVERTISING AGENCY

We would be judged by  
all as we are judged by  
those whom we serve

General Offices  
381 Fourth Avenue  
New York

Branch Office  
Old Colony Building  
Chicago

## MOTOR TRUCK CAMPAIGNS TAKING TO THE UP-GRADE

AFTER A DUBIOUS START SALES EFFORTS ARE RAPIDLY RIGHTING THEMSELVES—HOW CONFIDENCE WAS LOST AND IS BEING RE-WON—THE STORY OF AN INDUSTRY THAT OUTGREW ITS CLOTHES

By Lynn G. Wright.

The motor truck industry in the United States has been the victim of its growing pains. It was until recently in the gangling state of the boy who had outgrown his clothes. So suddenly did the possibilities dawn upon the motor truck manufacturers, that the old methods of making and promotion were taxed beyond their capacity. It is the story of new wine in old bottles over again.

Here are the facts: the truck industry, which now looms as one of the most promising in the country, has grown to its present proportions practically within the past ten years. In 1900 the makers of the Mack truck, for instance, began by putting out just one machine. In 1903 they were making eight. Then came the rapid forging ahead. In 1905 fifty of these trucks were put on the market and the production year by year rose till, only the other day when the Mack and the Saurer formed a \$10,000,000 corporation, the makers of the Mack at Allentown, Pa., were turning it out at the rate of 1,500 per annum.

Within the past three years there has been an increase of *three hundred per cent* in the number of concerns manufacturing trucks—gasolene, steam and electric. There are now 175. Used as Americans are to rapid progress, a jump of this magnitude nevertheless startles one. It is a certain sign that the promotion power of great resources are being pitted against the problem of revolutionizing the system of horse-hauling that has been entrenched since time out of mind. Opportunity, with a big round "O," stands ahead beckoning.

With logic and the modern ef-

ciency doctrine backing them, motor truck manufacturers began by painting rosy visions of a mammoth business, without taking into sufficient account the deep-rooted prejudices and entrenched customs that wouldn't yield without a stubborn struggle.

In the first flush of exuberance over the richness of the outlook not a few of the pioneer auto truck concerns overreached themselves. In their anxiety to drive home the undoubted theoretical superiority of the power vehicle over the horse-drawn vehicle, they gave the consumer to understand that at last had arrived the moment of release from transportation worries.

ANALYTICAL ILLUSTRATED COPY AFTER  
EDUCATIONAL CAMPAIGN

Many vehicles were disposed of before the manufacturers had clearly come to understand the conditions attending the haulage of big firms and also before the consumer had come to know the niceties of motor truck maintenance and operation. The manufacturer too often failed to dwell upon the big item of depreciation in a hard-used truck; some concerns, in their eagerness to get sales, neglected to explain to the prospective buyer that the single item of tires is an appreciable expense for a firm which expects to



THIS IS THE MAP OF

# TRIPLE-CROP-LAND

WHERE AUTOS RUN 300 DAYS THE YEAR

WHEN it's winter in New York, Texas Farmers are out in their automobiles getting about their big farms, putting up their fall crops and putting in their spring seed. Big distances and natural good roads have put \$50,000,000 in the Texas Automobile, to stay and grow.

## ON THIS MAP

Only one-fifth of the land is as yet farmed—and that fifth is worth Three Billion Dollars!

Texas farmers produce  $1\frac{1}{2}$  million dollars a day. Oklahoma is larger than any state east of the Mississippi, and its population in the last ten years has more than doubled (110% increase), Arkansas, Louisiana and New Mexico promise to develop faster than did Texas.

In 1909, Texas farmers produced over \$300,000,000. The vast, quick wealth of the Southwest means an astounding leap from pioneer crudeness to the luxury of home and travel, of the piano and the automobile.

## FARM AND RANCH LEADS THE WAY

WITH 29 years of leadership behind it in the Southwest, Farm and Ranch represents the highest farm journalism in the world. The Southwestern farmers who win agricultural prizes are 90% on our subscription list!

The 1911 Automobile Special and Fair numbers of Farm and Ranch—44 and 68 pages—are the biggest things any farm weekly has done. Copies of both, together with our special "AUTOMOBILE SERVICE" booklet to advertising men on request.

## FARM AND RANCH

The Standard Journal of Successful Southwestern Farmers  
DALLAS, MAY, 1912

New York, N. Y., April 4, 1911.  
Farm & Ranch,  
Dallas, Tex.

Gentlemen:—  
Please permit us to congratulate you on your special automobile number; it reflects great credit on your management. I think it is the best thing of its kind that has been done. With best wishes,  
Yours sincerely,

U. S. MOTOR CO.,  
M. Hallowell, Gen. Adv. Mgr.

displace its horses with power-driven wagons.

In other words, the rosy side of the truck argument was kept to the front and the darker side kept in the background. No wonder that a reaction set in, that manufacturers received "come backs," which at last, within the present year, they are just learning how to avoid.

The old fashion of selling a truck—by old is meant the procedure in vogue until 1910—contented itself usually with securing the first sale. One was justified in thinking that some manufacturers merely desired to "skim"

gusted purchasers exclaimed, "Not for me!" and turned definitely to horses again.

Now this was a very serious situation, as anybody in the industry will tell you, if you find him in a frank mood. In view of the developments, a firm that does not so conduct the selling of its product as to secure *re-orders* is certain to find itself ditched



### Saurer Trucks First In Efficiency and Economy

Of 32 entries in the Chicago motor-truck contest, the two Saurer trucks were the only ones which carried freight heavier than the weight of their own chassis.

A "4½-ton" Saurer (weighing 6,790 pounds) carried a useful load of 9,140 pounds—more than 40 per cent in excess of its own weight.

A "6½-ton" Saurer (weighing 8,380 pounds) carried 13,145 pounds—more than 50 per cent over its own weight.

Both Saurer trucks finished the three-day test and passed the final inspection of mechanism and chassis with absolutely clean scores.

Another important point proved was easy, positive control. In the brake tests (made by stopping each car when it was speeded at the limit of its class pace) the 6½ ton Saurer with the heaviest load of any entrant, was stopped by the foot brake in four feet, and by the hand brake in three feet. Such control is an insurance policy in favor of every Saurer owner.

The Saurer proved again at Chicago the qualities behind its unequalled record for serviceability—in 13 years of use, in every part of the world, no Saurer has ever worn out.

It will save you money to know what the Saurer can do—and does day after day—in regular commercial use. You are invited to call at the nearest Saurer headquarters. Meantime, send for the interesting data about the Oconto-to-Oconto test, and other facts of dollars-and-cents superiority to truck owners.

#### Saurer Motor Company

General Office 29 Church St. American Factory Plainfield, N. J.

411 West 156th Street New York  
301 North Halsted Street Chicago  
455-457 N Broad St Philadelphia

SAURER'S "BRASS TACKS" COPY

the country for first orders and then go out of business, so short-sighted did their methods appear.

The inevitable happened. The prospective users of trucks, that is, the large operators in various lines of industry, suffered a revulsion of feeling. As the unqualified claims of superiority made for trucks failed to make altogether good, not a few dis-

## PIERCE-ARROW



The worm gear drive, a feature of  
PIERCE-ARROW Trucks, conserves much  
of the power wasted by chain drive—  
and conserves the cost of that power.

Capacity, 5 tons.

THE PIERCE-ARROW MOTOR CAR COMPANY  
BUFFALO, NEW YORK

FOR SALE BY:  
New York: American Trucking Co., 100 West 14th St.  
Chicago: American Trucking Co., 301 North Halsted St.  
Philadelphia: American Trucking Co., 455-457 N. Broad St.

THIS ADVERTISER USES A FLAVOR OF  
"ATMOSPHERE"

The industry is not yet wholly past its experimental stage. In many respects the truck, for certain purposes, is yet on trial, and certainly no one firm is absolutely confident that it has found the correct advertising appeal. But manufacturers within the present year have awakened with a start to the vital consideration that, re-orders being the desideratum, the selling campaign must shed itself of the over-confidence and the frequent misrepresentation that in the past have often characterized it.

Confidence must be re-established. This cannot be done by making the purchaser believe that he is going to begin to profit from the first day he replaces his horses with power vehicles.

Rollin W. Hutchinson, Jr., advertising manager of the Saurer Motor Company, of New York comes forward with the urgent recommendation that manufacturers from now on state the truth and the whole truth about trucks. He says: "The future of the industry is too large to warrant any deception. I believe most makers

have taken this to heart and are beginning to make the right appeal."

He took as the text of his remarks a seven-ton truck costing \$6,500.

"My contention is," he said, "that every detail of operating expense should be made plain to the purchaser *before the sale*. I know that it would have wrung the eager heart of the truck maker not long since to confess to the prospect that operating expenses the first year would mount to *two-thirds the first cost of the truck*. But it is better to make this clear at the start, than have the facts glossed over. The buyer later discovers the truth for himself and, in his just resentment at being humbugged, as he thinks, he puts all trucks in the taboo class and sniffs when he sees a truck advertisement or listens to a truck salesman.

"But at the very worst, the truth will make a favorable impression. Don't leave the buyer in the dark that for a \$6,500

motor truck, he will probably have to pay out the first year \$700 for tires; have to charge off \$600 for depreciation; have to pay the driver \$1,040; pay \$250 for garage charges; \$600 for maintenance; \$275 for gasoline; and even \$60 for oil and \$12.50 for grease. Insurance, too, will cost \$212. The total cost the first year will be \$4,215.25, or \$14.05 a day. A statement of the yearly cost may make a prospect throw up his hands in dismay. But when you show him that it will cost only about 28 cents per mile to carry seven tons 50 miles per day he begins to get interested.

"Sold on that basis, a motor truck will stay sold and, what is more important, will work constantly to earn a reorder for the manufacturer."

Mr. Hutchinson went on to say that power vehicles cannot be sold as are power plants, for instance. Manufacturers have tried it and failed. They have adopted other lines, in which educational, matter-of-fact advertis-

## The Procter & Collier Co.,

Advertising Agents

Cincinnati & Indianapolis

announce the opening of an office at

16 East 33<sup>rd</sup> Street

New York City

FRANK C. THOMAS  
HUGH MAC N. KAHLER  
REPRESENTATIVES





"COVER WASHINGTON AT ONE COST."

## The Automobile Medium of the National Capital

The Washington Star is pre-eminently the Automobile medium of the National Capital, and contains more automobile advertising and news matter of interest to automobilists than any other newspaper printed in Washington.

Advertising in The Washington Star is national as well as local in its influence.

---

THE SUNDAY STAR (*net paid circulation over 56,000 daily*) has but one edition and no duplication or waste circulation figures in its statement. Its bona fide circulation in Washington is more than 20,000 in excess of its nearest competitor.

THE SUNDAY STAR (*net paid circulation over 46,000*). The publisher guarantees a distribution in the homes of Washington many thousands in excess of any other local Sunday newspaper.

DAN A. CARROLL,  
Tribune Building,  
New York City.

W. Y. PERRY,  
First National Bank Building,  
Chicago, Illinois.

*Collier's*, *Literary Digest*, *Life* and *Review of Reviews*; in *Automobile*, *Motor Age*, *Commercial Vehicle*, *Power Wagon*, and *Commercial Car Journal*; and in newspapers where fully equipped garages have the agency.

Ray Giles, the advertising manager, states that, as yet, the campaign is merely "hitting the high spots." He is a staunch believer in copy that has no "come back" quality—that is, fully explanatory copy, let the chips fall where they may. Big space in a few publications is essential—there is much to say, and it should, at this stage of the industry, be said in a big way. Mr. Giles believes in copy that has a good illustration of the vehicle; he values the testimonial highly; in standard magazines he would rather use two facing pages than one.

The magazines have proved excellent mediums for securing good agents, Mr. Giles said. Only agents in the best possible position to demonstrate a car, and, after purchase, to follow it up with careful inspection at stated periods, are desired. Newspaper copy, carefully written to interest the city in which it appears, has proved a magician for bringing likely prospects to watch a demonstration.

It is the prevailing sentiment that advertising alone cannot sell a motor truck. There must be supplementary and concentrative work. There must be a thorough demonstration.

It seems to be the impression of almost every man responsible for results in truck advertising that the automobile class papers cannot be overlooked. These are read alike by the trade and the prospect. They prove energetic factors in securing the coveted reorder, as well as in the preliminary missionary work.

Trade journals in every field are due to enjoy a great amount of truck advertising. There are 140 odd separate and distinct classes of haulage businesses which may well use motor trucks. Each of these businesses has its own trade journals. Some truck manufacturers are already preparing to

make use of this direct economical advertising approach to the attention of operators of big enterprises.

Firms like the Packard and the Pierce-Arrow were in a particularly fortunate position when they began, not long since, to make motor trucks as well as pleasure vehicles. Their pleasure cars had already qualified with persons worth while, who, presumably, were for the most part influential factors in large business enterprises, which could well use trucks. Confidence had, therefore, already been established between maker and prospect. Only the delivery of a good car was necessary to form a profitable relationship which concerns making only motor trucks were obliged to work much longer to secure.

It will be noted that the Pierce-Arrow motor truck advertising makes bold to use comparatively small space, with one crisply stated argument, and with a dash of the "atmosphere" that characterizes this firm's advertising of its pleasure car.

#### BUYS INTO BESSEMER "STANDARD"

Will N. Hudiburg, of Louisville, Ky., has purchased the controlling interest in the Bessemer, Ala., *Standard*. Charles A. Whittle, of Knoxville, has assumed the editorship, and V. D. L. Robinson continues as business manager.

Before coming to Bessemer, Mr. Hudiburg was advertising manager of the Louisville *Herald*, and previous to that business manager of the Nashville *American*.

#### MAHIN BALL TEAM WINS OUT

The Mahin baseball team, in a successful season just finished, proved their supremacy over all the other agency baseball teams in Chicago. They won five out of the last six games played and were defeated but once by an agency team.

The other agencies in the association were Lord & Thomas, Taylor-Critchfield and Nichols-Finn. These, together with the Orange Judd and the C. A. A. comprised the league.

#### "PRACTICAL ENGINEER" SEMI-MONTHLY

Beginning next January, 1912, *Practical Engineer*, of Chicago, will be published on the first and the fifteenth of every month. The subscription price will remain the same.



**THESE  
ADVERTISERS**  
(in issues within the year)

**KNOW  
THE  
INTERNATIONAL  
STUDIO**

offers the highest quality of publicity  
and the greatest buying power available

**JOHN LANE COMPANY, NEW YORK**

## IT IS a Well Known Fact

that The FARMER'S ADVOCATE and HOME MAGAZINE covers the whole of the Dominion thoroughly.

Therefore, to reach the farmers of Canada (the best ones, too) you must advertise in

## THE FARMER'S ADVOCATE and HOME MAGAZINE

Our circulation of over 33,000 copies per week has not only quantity but quality, or, in other words, readers who want the best and can pay for their requirements.

Thousands of advertisers have been convinced of this fact—let us prove it to you.

Send for free sample copy and rate card.

Address:

**THE WILLIAM WELD COMPANY, Limited**  
LONDON . . . . . CANADA

## What Influenced Me to Buy My Automobile

Typical Owners of Motor Cars Tell What Part Advertising Played in the Selection—Interesting Range of Testimony

It is generally conceded that if we could get the typical consumer to tell us just exactly what he thinks about our advertising we would learn something of value. Too many advertisements are written to an imaginary audience, and do not fit the actual mood of the possible purchaser. In an effort to get an inkling of what influence automobile owners thought advertising had in selling them their cars, **PRINTERS' INK** addressed a letter to a number of typical automobile owners in various parts of the country, asking for a frank expression of opinion.

We publish here a few replies that have been received. It can hardly be claimed that the letters here given cover all sides of the question. In fact, to consider them as fully representative would be a mistake. For it is certain that the remarkable development of the automobile in the last decade has not been gained without the dual influences of advertising and personal salesmanship.

It would hardly be within the power of any dozen individual car owners to define, either by experience or opinion, the real status of automobile advertising in relation to sales. But these letters are interesting, being a frank expression of individual conviction and experience, unbiased by any motive other than to let the truth of the matter be known.

ADVERTISING IS BACK OF  
MOST OPINIONS MEN  
HAVE OF CARS

By T. G. Dade,

President, Western Wheel Barrow Mfg.  
Co., Kansas City, Mo.

In regard to the influence advertising of the various automobile companies had on me, will

say I have followed very closely and with a great deal of interest the advertising campaigns of several of the makers of automobiles, principally because I was interested in the details and construction of the car and the claims they made for it and, secondly, because I consider their advertisements models of up-to-date advertising.

I presume I have read at least fifty of the Cadillac Company's advertisements very closely, and fully as many of the Chalmers Motor Car Company's and also a number of others, but the advertisements of these two concerns have particularly held my attention, because of the very effective manner in which they place their cars before the public.

As an owner of an automobile and meeting business men in the clubs and other places I hear a great deal of discussion, growing directly out of the advertising of the various makers of automobiles, and I should say that the public opinion was very largely formed and molded by these advertisements.

In my own case, I know that my impression of the true worth of the various cars is based largely upon the information I have gotten from reading their advertising matter, and like most automobile owners, who feel a keen interest in the development of the automobile, I read and pursue closely a great deal of literature bearing upon this subject.

CONSIDERING THEM ALL

By Jaburg Brothers,

Manufacturers of Bakers' Supplies and  
Utensils, New York.

At the time we purchased our two five-ton motor trucks there were only a few reliable manufacturers in the field who had been building trucks of this size for a

number of years. At that time, these manufacturers did not advertise to any great extent, and we are frank to admit that the purchase of our trucks was in no way influenced by advertisements in the trade papers.

We now contemplate purchasing another truck, and we naturally wish to go thoroughly into the merits of every truck on the market. Advertising is playing quite an important part in bringing the various trucks now being built to our attention, and serving as an introduction to the manufacturers.

### BOUGHT FOURTEEN CARS, TEN FROM ADS

*By James W. Jackson,  
Of Denver, Colo.*

Since the introduction of automobiles I have owned the following cars, and I give the names in the order I bought them:

Olds Runabout.  
Winton Stanhope.  
Long Distance Runabout.  
Autocar Runabout.  
Autocar Touring.  
Murray Runabout.  
Yale Touring.  
Stevens-Duryea Touring.  
Franklin Touring.  
Everett Touring.  
Oakland Runabout.  
Maxwell Touring.  
Baker Electric Coupe.  
Maxwell Runabout.

I was influenced in buying all of these cars, except the second Autocar, the Stevens-Duryea, and the Maxwells, by their advertisements in the automobile papers.

### ADVERTISING SUPPORTS OTHER INFLUENCES

*By David F. Kahn,  
Of The Estate Stove Company, Ham-  
ilton, Ohio.*

My own experience in the purchase of a car can hardly contribute very much to the working out of this problem, inasmuch as personal friendship was a factor which entered largely into the transaction.

I feel very sure, however, that had not my friend's car been already well and favorably known to me, chiefly through advertising,

## Billiard Balls and Buttermilk

It isn't especially important that science has found a way of utilizing a beverage for making billiard balls, or records upon which Caruso's voice can be preserved, but they illustrate two of a hundred uses that have been found for the new commodity. And maybe it affects your business, directly or indirectly.

Also, it is but one development of thousands that are in process that will change the history of the world.

These things you must know if you are really going to *live*, to be a part of conscious life.

For sixty-seven years a journal has devoted itself to recording weekly the important, the necessary, the significant in creative development—and with the stamp of authority.

This journal is the **Scientific American**.

It has occupied a unique place in American progress. It has told with technical accuracy, but with simple clearness, the things that have made the real history of the world.

To-day it is bigger, broader, more important, more necessary to the man of affairs than ever it was.

Maybe you would like to read some anecdotes, very true tales they are, that have to do with some beginnings of very great achievements. The only thing they have to commend them is that they are very interesting. You may have "*Ten Stories*" for the asking.

R. C. Wilson  
Munn & Co., Incorporated  
New York

he would have had a hard time in convincing me that it suited my requirements. As it was, he found me in a very receptive mood, and already familiar with the car's record and construction. It was just another case of advertising backing up the salesman.

To just what extent advertising *directly* influences the sale of cars, I hardly feel qualified to give an opinion. I believe, however, that I express the feeling of the great body of automobile owners when I say that I would not have the "nerve" to buy an unadvertised make of car. I look upon a car's advertisements as a guarantee to its purchaser, and I believe it is a guarantee in the full sense of the word.

#### SALESMAN WON WHEN ADVERTISING HAD NEARLY SOLD HIM

*By H. D. Faxon,*

Secretary, Faxon & Gallagher Drug Co., Kansas City, Mo.

I cannot give credit to any particular line of advertising as having induced me to buy my present machine, a Buick. As a matter of fact, I became interested in the Chalmers through advertising, but just as I was about to purchase, a good salesman of the Buick Company got into the game and convinced me that the Buick was the car for me to buy.

#### FAVORS A POOL OF AUTO ADVERTISING

*By Dr. A. E. Ibershoff,*

Cleveland, Ohio.

That the exploitation of the merits and accomplishments of individual cars acts as a stimulus to ownership, there can be no question in my mind. Even though the claims set forth be received "*cum grano salis*" by the average reader they serve by suggestion to create a need which by repeated emphasis becomes a demand. Automobile advertising is, as I see it, a propagandism of inestimable value in developing the automobile business in general, but of doubtful efficacy in

focusing the attention of the prospective buyer upon any one car. I have yet to find a man sufficiently credulous to purchase a machine solely by virtue of the arguments set forth in an advertisement even when these are reinforced by a resourceful sales agent.

Life insurance companies have long since learned that exploiting their own particular point of excellence means in each case a different view-point and in the end accomplishes little more than to confuse the uninitiated. Yet their agents seem to get the business, though the company's advertising be limited to the calendar on the wall. If the automobile makers were to pool their advertising and set forth the advantages of owning a machine, with a list of cars made and their prices, words would perforce give way to facts, millions would be saved and much confusion avoided.

#### NOT DIRECTLY FROM ADVERTISING, BUT—

*By William H. Gage,*

Northwestern Mutual Life Insurance Co., Milwaukee, Wis.

The reasons for my buying a Hudson car were not directly due to any special advertising which I have seen. I have known the Hudson people for a long time and of course knew the car from its presence on the streets here and also because of the popularity it has among my friends here in the city. I believe that induced me to buy a Hudson car as much as anything.

#### ADVERTISING CREATES THE MOOD, NO MATTER WHAT MAKES THE SALE

*By Dr. P. J. McAuliffe,*

St. Louis, Mo.

Advertising brings before the general public the desire to obtain *something* which, in all probability, it had never before thought of.

The reader who sees before his eyes constantly the advertise-

---

### An Advertiser Said—

"I'd like to sell to farmers but they are so hard to reach!"  
He had been advertising to city people and thought that farmers would see his announcements.

The trouble was that he hadn't **tried** to reach the farmer.  
The kind of farmer you want as a customer is a student of agriculture.

He reads a farm paper that will tell him about the problems of his own state or section.

You can have this man as a customer if you will advertise in his favorite farm paper.

He knows the publisher and likes him. He believes in the paper or he wouldn't subscribe.

Your advertisement in the following

## Farm Papers of Concentrated Circulation

will reach the farmer and sell your goods.

Trans-Missouri Farmer & Ranchman.....	Wyoming
Journal of Agriculture.....	Missouri
Illinois Farmer.....	Illinois
Farm & Dairy.....	Ontario
Rural Farmer.....	Pennsylvania
Texas Stockman & Farmer.....	Texas
Iowa State Register & Farmer.....	Iowa

I have some interesting facts and figures that I would like to show you—may I?

### Lavater E. White

*Eastern Representative*

1106 Tribune Building

New York

Telephone 3315 Beekman

---



ments of some certain automobile will begin to think favorably of a machine he knows something about, due to the fact that he is familiar with the various technical and interesting points which a well-written advertisement would make known to him. He may never see one of them on the street to know it, and yet you can be sure he would buy or recommend that machine in preference to a machine of which the general appearance is familiar to him, due to seeing them pass by, but of the technical or good points of which he is not familiar.

I think that the automobile advertisement that will hold attention is one which is so designed that at a glance one can see a good illustration of the machine, the price, and all the salient features so outlined that it takes but a moment to read it. Then it is only natural to read the details when interested in the outline.

#### BUYER WANTS TO KNOW PRICE COMPLETE

*By George A. Nash,*

Of Nash-Smith Tea and Coffee Company, Denver, Colo.

My auto was not purchased through an advertisement, but by knowing the machine through friends who used that make.

My objection to the usual run of auto advertisements in the past has been that they seem to make the price the object, and when one goes to purchase he finds the machine not equipped, the wind shield, speedometer, top, etc., are extra. The advertisements read whatever price it may be F. O. B. factory in some instances, and in others do not even mention where the price is to be paid. The average user wants to know what the machine will cost him fully equipped ready to run in his town. People do not know freight rates off hand, so a good many are misled.

Through the above facts I have known several to contemplate the purchase of a machine, but when they investigated and found no equipment included they became

suspicious and passed it up, not knowing what extras there would be when they received the car.

Of course these facts apply mostly to low-priced cars, but even the medium and high-priced cars sometimes do not include full equipment and what a purchaser wishes to know is what he will have to pay for a car, fully equipped, ready to run in his home town.

#### DIRECT SALE FROM A NEWSPAPER AD

*By M. Quinn,*

Wholesale and Retail Grocer, Kansas City, Mo.

When the "automobile craze" first came along I at once became interested and read a great deal of printed matter—both advertising and newspaper comment—covering the subject.

In the purchase of my first car, a clever salesman finally closed the deal, but I was, undoubtedly, influenced by the matter that I had previously read.

The purchase of my last car, a Stoddard-Dayton Silent Knight, was the direct result of newspaper advertising. This car and its good points were so forcibly and attractively presented that I, of my own accord, called the local representative over the 'phone and asked how soon he could make delivery of a car. The sale was quickly closed—all brought about by reason of advertisements.

#### DEALER FINDS ADVERTISING SAVES FARLEY

*By W. E. Russell,*

President, The K. & S. Garage Co., Chicago.

In my experience in the sale of automobiles I find that the prospective purchaser will not hesitate to buy a car that is well advertised even though he has not seen the car and knows nothing of its mechanical merits, while in the case of other cars, though they may be just what he wants,

# It Sells Automobiles

The advertisers say it does.

This is the story of one experience.

An advertisement for the Marathon Motor Works, Nashville, Tenn., was inserted in The Democrat, Sunday, Sept. 24. This was a preliminary announcement of their 1912 Models. One week later a second advertisement appeared, which made this statement:

That since the appearance of the first advertisement, they had received orders for **60 cars**.

Sixty cars sold in one week—and

The copy was inserted **only in The Democrat**.

The circulation of The Democrat covers Tennessee, northern Alabama and southern Kentucky.

The city circulation of The Democrat is twice as large as that of its morning contemporary in Nashville.

The advertising rate of The Democrat is **lower** than any other daily paper in Nashville.

## THE DEMOCRAT

Nashville, Tenn.

EVERY MORNING

JOHN BUDD CO.  
*Foreign Representatives*  
New York Chicago  
St. Louis

**MR. AD-MAN**  
**DO YOU HIT WHAT**  
**YOU AIM AT?**

Your dealer's door  
 and window pane  
 is the business  
 — BULL'S-EYE —  
*International*  
*Transparent*  
*Signs*  
 are the connecting  
 link between product  
 and consumer —  
 the final  
 PSYCHOLOGICAL  
 REMINDER which  
 makes the sale.

Particulars  
 on request.

*The International Sign Co.*  
 — MAKERS OF —  
 PRODUCTIVE  
 SIGNS

CLEVELAND, OHIO.

he will hesitate and require a lot of persuasion and a good guarantee.

General advertising is the best method of increasing the sale of any particular make of car.

### CAN'T SEE HOW ADVERTISING INFLUENCED HIM

By E. W. Hadley,  
 San Francisco, Cal.

I have owned my car—a "30" Locomobile—for two years, but on looking back to its purchase I am really unable to connect the buying in any way with advertising. I had been familiar with automobiles for two years prior to the purchase; had, in fact, built a garage (first turn table on the coast) in Santa Barbara, for my son, an expert auto machinist. My mind, therefore, you see was well stored with general auto information. I noted down the names of the—to my mind—six best cars made in the United States, submitted the memorandum to the manager of the largest garage in San Francisco and said, "I want to buy the best of the lot; you handle, but don't sell, all makes; give me your opinion." I bought a Locomobile. Believe I got what I was looking for—a'l things considered—the best car made in this country. But, as I said before, I cannot see that any of the credit was due to 'printers' ink,' much as I believe in advertising.

### LYNCHBURG, PA., AD MEN'S CLUB THRIVING

S. C. Dobbs, advertising manager of the Coca-Cola Company, Atlanta, Ga., gave some pointers on advertising methods at a luncheon of the Ad Men's Club of Lynchburg, Pa., October 7. Mr. Dobbs said: "Great successes in business are due to two things: First, good, honest merchandise; second, good honest advertising. The successful business man must have: Character, knowledge, enthusiasm."

The Lynchburg Club had been in existence only three weeks and in that time had grown from sixteen to forty members. "When the convention is pulled off at Dallas in May we will have a hundred strong—that's our aim," writes R. Winston Harvey, the president.



**Baker  
Electrics**

SHAFT DRIVEN

**The Social Prestige  
of the  
Baker Electric**

is the result of years of refined usage by women who want and will pay for the best. Its graceful design gives the car a marked distinction. Its noiseless shaft drive and luxurious ease of riding fit it pre-eminently for social uses.

Equipped with either lead or Edison batteries — (50 cells A4 or 40 cells A6) — whichever purchaser may prefer.

1911 Models now being delivered. See them in salesroom of our agents in your city or write for illustrated catalogue.

**The Baker  
Motor Vehicle Company**

*One of a series of magazine advertisements  
prepared and placed by Benson & Easton,  
Corn Exchange Bank Building, Chicago.*

Advertising claims are often discounted; quickly forgotten. Not so the character or quality of an article impressed by refined or powerful display.

**BENSON & EASTON**  
Advertising Agents

## "REASON-WHY" COPY TO ADVERTISE TIRES

HOW THE SEEMINGLY IMPOSSIBLE  
WAS ACCOMPLISHED BY A SINGLE  
IDEA—ADVERTISING A GUARANTEE  
WHERE NO PATENT COULD HOLD—  
MAKING THE MOST OF NEW POS-  
SIBILITIES

*By Alfred G. Stanley.*

The manufacturer of an automobile tire is up against a peculiar proposition, which is nothing less than the obligation to standardize his product to correspond with the product of every other tire maker. His product is an accessory, pure and simple, and must fit the standard type of rim adopted by the automobile makers, otherwise it is not salable. And since the rim is standard, tire designs are standard, in three types which are practically alike for all makes of tires, and tire sizes are standard because they are determined for all manufacturers alike. So practically all the tire maker has left to claim as "exclusive" for his product is a special surface (such as a non-skid tread, for example), and "quality of rubber."

The pattern on the surface doesn't strike one as a particularly vital point of superiority, and since every tire maker has a distinctive pattern for which he can claim just as much as the other fellow without any means of proving it, no great advertising capital can be made out of it. And as for "quality of rubber," there is no means of proving that either, since the rubber business is one of the very few industries in which the "secret process" yet holds sway. Everybody claims quality, for the same reason advanced by everybody else: a secret process of mixing the raw material with sulphur and other substances unmentioned, to produce the commercial article. These secrets are guarded with surprising vigilance, and no hints are allowed to leak into the advertising, so there isn't much chance to write convincing copy about quality.

Those are the reasons, fundamental in the industry itself, why most tire advertising consists of writing the name or the trademark large, and talking more or less vaguely about quality, durability, resiliency, and other abstractions. Those are the reasons why "reason why" copy hasn't been more conspicuous.

In fact, from the nature of the case, it would seem almost impossible to make use of that kind of copy—yet the Goodyear Tire & Rubber Company have actually been using it for a long time, and publicly claim that the demand for Goodyear tires is six times what it was two years ago.

They did it by advertising a new type of tire, which they named the "No-Rim-Cut" Tire. Other tire makers claim that it isn't a new type of tire at all. They say it is merely the old Dunlop or straight-side tire with a wire vulcanized in the base to keep it from stretching, which every tire concern has been making for years and is making today. Whether that is true or not, the present writer doesn't attempt to decide, but it is a fact that straight-side tires are featured in the catalogues of every tire maker of prominence, and the untechnical eye can't tell the difference.

However that may be, the name "No-Rim-Cut" was new, and the copy was even newer in the tire industry. The Goodyear people forgot all about striking designs showing street scenes or what not; they neglected to show pictures of their magnificent factory; inasmuch as a picture of a tire looks like the picture of almost any other tire, they cut out the wash drawings, and wrote straight, reason-why copy, illustrated with cross sections of the "No-Rim-Cut" and an ordinary clincher tire. They spent their money for half-tones and color in a catalogue devoted to the features of the new tire, and advertised on the reason-why basis.

And they report that it increased their business six-fold in two years.

*(Continued on page 88.)*



### THE NATIONAL MAGAZINE OF MOTORING

The manufacturers spend their  
money where it does the most good

#### **Proof in figures:**

The following figures show the average number of lines carried each issue by the six leading automobile publications for the first nine months of 1911, compared with the same period of 1910.

	1910	1911	Gain	Loss
MoToR .....	72,576	84,672	12,096	
Trade Journal .....	60,655	58,947		1,708
Motor Age .....	50,141	49,037		1,104
Automobile .....	46,571	46,889	318	
Horseless Age .....	22,044	29,031	6,987	
Motor World .....	19,338	22,916	3,578	

#### **What they Cost:**

MoToR's rate is by far the lowest in the field, and its advertising lives at least thirty days. The cost of advertising in the various automobile publications based on per line per thousand circulation is as follows:

MoToR .....	8/10 of one cent
Trade Journal .....	1 4/10 cents
Automobile .....	1 cent
Motor Age .....	1 cent
Horseless Age .....	1 cent

#### **MoToR's circulation:**

A concentrated automobile circulation is worth more to motor-car and accessory manufacturers than a half million of the general kind. The owner expert is the man who buys freely himself and is looked to for buying advice by his friends, because the automobile is his hobby. His good will is invaluable.

#### **Three Magazines in one:**

MoToR is of live local interest to every reader because it is especially edited for each section of the country. The Eastern Edition contains a special editorial form covering important events local to the East. The Middle West Edition and Pacific Coast Edition in like manner furnish motoring news of individual interest to readers in these sections.

MoToR, J. S. Hildreth, Adv. Mgr., 381 4th Ave., New York

Now if it is true, as other tire makers allege, that the "No-Rim-Cut" tire is not an exclusive Goodyear product, the success of this campaign goes to show the power of advertising to *guarantee* to a manufacturer the exclusive use of a design in a case where no patent could hold. The straight-side tire has become practically an exclusive Goodyear product, simply because the pub-

## Twice as Much for Your Tire Money

**Tires That Can't Rim-Cut—Tires 10% Oversize**

Goodyear No-Rim-Cut tires have become the sensation. Over \$500,000 have now been sold. Last year our tire sales totaled because of this tire's popularity. This year, 64 leading motor car makers have contracted for these tires.

The present demand is twice that of last year—the time that of two years ago. And numerous plants are now right and true, with these 10% of tires to supply.

All because these tires now cost nothing more, and they are still able to run.



Goodyear No-Rim-Cut Tire

With the ordinary tire which must be tested in the rim-cutting machine and is often found to be rim-cut, the Goodyear No-Rim-Cut tire runs on a guaranteed rim.



Goodyear No-Rim-Cut Tire

This is the tire as it is now made. It can be used in the rim-cutting machine and the rim-cutting machine will not cut it.

The rim-cutting machine is simply a piece of machinery which is used to cut the rim of a tire. It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

It is used to cut the rim of a tire which is made of rubber and is used to cut the rim of a tire which is made of rubber.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

Let us again of the picture. Here the No-Rim-Cut tire is shown in the rim-cutting machine and is found to be rim-cut.

## OMEGA OIL'S SUCCESS ABROAD

43 Bd. HOUSMANN,  
PARIS, FRANCE, Sept. 7, 1911.

DEAR GIBBS:

I want to congratulate you on that article of yours in *PRINTERS' INK* of September 7. It's great, especially that part where you tell what Mr. Patterson's ideas were of a good advertisement. It hits me hard, because the very thoughts expressed by Mr. Patterson are mine, and have been mine from the time I first began to think of advertising. That article of yours is the very best that I have ever read in *PRINTERS' INK* or any other paper on the subject of advertising. It ought to be reproduced and published in big type and pasted in the hat of every fellow who pretends to write advertising.

You are absolutely right when you say the first thing to do is to be natural, and use plain, simple English. That covers the whole thought of good advertising—there is nothing left to be said after that.

Since starting my business over here I have written my own copy, and I have written it along the line of thought expressed by Mr. Patterson. It has brought results—quick results. After fourteen months' effort on this side of the ocean, I've built up a bigger business than I've got in the United States, and there, as you know, I've been pounding good and hard for over twelve years.

I write every line of my own copy. Some people may say it's poor, but I don't care, because it pulls. Of course, one of those expert professional writers (or dreamers) would condemn it, but that doesn't change the fact that it sells the stuff. I am enclosing one of my last copy sheets so you can see for yourself what I mean by plain, simple copy. This is the copy we are using in England and it has been translated into French. Our big business is in France. I am also pushing a cure called Cadum. I'm sorry I cannot send you a sheet of this in English, but it's along the same lines as the Omega copy enclosed.

I shall be glad to hear from you once in a while. I'm staying over here this winter. There's more money to be made to the square inch in this country than anywhere else.

With kind regards and best wishes,

Yours sincerely,

M. WINEBURGH,  
President, Omega Chemical Co.

## BUSINESS GOOD ABROAD

A student of economic conditions who has returned from an extended tour abroad says: "England and Germany have enjoyed almost unprecedented industrial activity during last eight months. French industries have shared in the Continent's prosperity, Italy's business has been good, and in Russia affairs are flourishing. Crops are not failures, as reported in the press here, but are poor. Labor is restless everywhere, owing to the high price of food-stuffs."

## GOING INTO THE MATTER

lic mind inevitably associates it with Goodyear. Any other manufacturer who advertises a tire of that type in a magazine or newspaper, advertises his competitor.

And it also goes to show how a single idea—which might have occurred to anyone, but didn't—put six times the selling power into a concern's advertising. Sometimes when we think we have utterly exhausted the possibilities of our line, somebody comes along and shows that we haven't scratched the surface.

## DEVELOPING THE BRONX

The Collin Armstrong Advertising Company, New York, is using half-page space in local newspapers in a campaign for the development of the Bronx by the New York, Westchester & Boston Railway Company and a number of real estate owners.



# Practical Engineer

*Becomes a Semi-Monthly January 1st, 1912*

Experience and careful investigation prove that semi-monthly is the most logical period of issue for a publication in the power plant field. That it will be more profitable to both readers and advertisers than one appearing either with greater or less frequency.

The important developments in this big field are too extensive to be recorded in one issue per month of PRACTICAL ENGINEER without extending its size beyond the reasonable limits of a technical periodical.

Semi-monthly publication is the only way to meet the situation adequately and practically. Smaller portions, twice as often, will be more appetizing and more easily digested. The waits between meals will be shorter for both readers and advertisers.

## The First and Only Power Plant Publication to Print a Definite Guarantee of Circulation in Its Advertising Contract

Courage to do this comes from the fact that during the past three and a half years, PRACTICAL ENGINEER'S circulation has grown

steadily and rapidly, and from the assurance that its growth will be even more rapid as a semi-monthly.

But in the event of some wholly unforeseen cause which might reduce circulation below the guaranteed volume, advertisers in PRACTICAL ENGINEER will be fully

### Here Is the Guarantee Clause

**The circulation of PRACTICAL ENGINEER is guaranteed to be not less than 22,000 copies per issue. If less a pro rata refund in the rate will be given.**

protected from paying for service not performed.

This guarantee is an integral part of our contract and will be given not

only to the few who might demand it, but to every advertiser.

Every manufacturer selling to power plants should make liberal use of advertising in this unequalled combination of quality, quantity and protection.

Write for circulation map, rates, and further details.

## TECHNICAL PUBLISHING COMPANY

*537 South Dearborn St., Chicago, Ill.*

## AUTO ADVERTISING HAS OUTGROWN SENSATION- ALISM

ENDEAVOR TO AROUSE DESIRE FOR  
POSSESSION SUPERSEDES THE COR-  
NET-AND-DRUM STYLE FORMERLY  
EMPLOYED—DIGNITY, TRUTHFUL-  
NESS AND CLEARLY STATED PRICE  
THE END TO BE ATTAINED

*By Charles T. Jeffery,*  
President of The Thomas B. Jeffery  
Company, makers of Rambler  
Motor Cars.

Automobile advertising seems now to be rapidly emerging from what might be called its second or more primitive stage; that in which the cornet-and-drum form of advertising predominated.

The first stage, dating from about the year 1900 to the summer of 1909, was marked by the development of certain permanent advertising policies on the part of the pioneer manufacturers and these policies have in a large measure been maintained throughout the more recent period.

In the summer of 1909 many new companies came into the field and the contest between these for desirable dealers with which to make up their selling organizations was so keen that the advertising became highly competitive.

The necessity for quick returns became so great that the ideal of permanency seemed for the time to be entirely abandoned. It happened that the bulk of the advertising going out was that of new concerns who felt the necessity for large advertising expenditures. Therefore, the period took on the character of the bulk of the advertising. However, throughout this period the more stable advertising of the older makers was constantly appearing and eventually the younger concerns began to see the wisdom of striving toward permanency.

It will be noted that the word "sensation" which appeared all too frequently a year or two ago has practically disappeared from the advertising pages.

Now and then we see an ad-

vertisement which seems to have been written to worry a competitor rather than to interest a prospective buyer, but it is to be noted that there is a growing tendency toward better taste and better judgment in the use of space.

My idea of automobile advertising is to arouse in the mind of the reader a desire for possession. I think to do so one of the best ways is to picture a scene that will suggest opportunity for its use. I would never show a machine covered with mud nor in a situation that might arouse fear in the reader's mind, but I believe that a slight technical description should be given to interest the reader in the points of the machine, if an explanation is made of what these features mean to the owner.

In other words, we must picture to the reader's mind the additional comfort that he will enjoy because of exclusive advantages possessed by the particular car advertised.

It is necessary that the advertising effort should be organized as the work of every other department of a business is organized and that the advertising should be just an important link in the chain of sales effort, but not the predominating link.

It is impossible for any person on the outside to determine that this or that is, or is not, a good advertisement. An advertisement is good only insofar as it is a properly proportioned part of a series of organized efforts to bring about the sale, in a permanent way, of the article advertised.

The advertisement that brings about a sale of the first car is not necessarily a complete success. We often say that the sale of a Rambler car is not complete until the first man has bought and used his car and been satisfied and has already influenced some other man to buy a Rambler car.

A printed advertisement is simply an open letter to the public, bearing the signature of the company and a series of advertisements should present a composite

We do not believe that more than six people reading this page have ever seen a real circulation audit.

Most statements give only the net circulation, that is the figures, and stop there.

A very few visualize their subscribers, but even these magazines do not give more than the quantity figures and an analysis of the names on their list.

The advertising value of a magazine is in direct proportion to the demand of the reader for that magazine, and every advertiser should ask

1. How do you get your circulation?
2. Where do you get your circulation?
3. How do you keep your circulation?

We shall be glad to answer these questions.

## The Literary Digest

A leader in automobile publicity, we have gathered in compact form several sheets of information for automobile advertisers that justify our position. May we show them to you?

**Quick deliveries mean more  
business**

## **NEW ERA TRI-CAR**

**MEANS QUICK DELIVERIES**



There are scores of people who would gladly patronize the merchant who could assure quick and prompt deliveries.

These people would make for him good customers, not only for one day—but for months or years.

They would buy more goods.

The progressive merchant who installs the New Era Tri-Car can have these people for his customers.

He can have them at a less cost of delivery than ever before for the New Era Tri-Car costs less to operate and maintain than any two-horse-two-wagon outfit.

The New Era Tri-Car will be a constant advertisement to his business—for his customers will tell their friends of his prompt and quick delivery of their goods.

The Tri-Car is built expressly for retail delivery—sturdy and capable of standing up in the retail delivery service.

It is built with the same skill and of the same fine materials which you will find in the best automobiles.

The New Era Tri-Car has been proved for more than a year in almost every line of business and under every conceivable condition.

No expense has been spared in making the New Era the most economical and reliable form of retail delivery.

You owe it to yourself, your business, your customers to learn more about the New Era.

Cut out the coupon, fill in your name and address and we will gladly send you our literature.

Do it today and make these people your customers before the other fellow does.

**THE NEW ERA AUTO-CYCLE COMPANY**  
31 Dale Avenue DAYTON, OHIO

**THE NEW ERA AUTO-CYCLE CO.**  
31 Dale Avenue, Dayton, Ohio

Send me your literature.

Name .....  
Business .....  
Street .....  
City ..... State .....

picture: first, of the company itself and its methods; second, of the character of its product, and third, of its attitude toward the purchaser after the article is sold.

We may judge the character of advertising very much as we may judge the character of a man. If he is of good appearance, he will attract attention; if he speaks in a dignified manner and briefly, he will carry conviction; if he tells the truth, he will never be disbelieved and if the service he renders is commensurate with the salary he asks, his success is assured.

So I believe that the appearance of an advertisement is important to attract attention. It should be dignified and brief to carry conviction; it should be truthful if only as a matter of policy and the price of the article advertised should always be stated in plain figures, with any extras definitely designated, in order that the buyer may never be deceived.

### MEATY

ALLSTON, MASS.

Editor of PRINTERS' INK:

I am glad to enclose you check for \$2.00 in renewal of my subscription.

Of all the magazines I read (and I read many) PRINTERS' INK easily comes first, for it is a solid little chunk and is all meat. It plays no favorites and when a club is called for doesn't hesitate to use it.

I was particularly interested in the article by Thomas Balmer in your issue of September 28. He hit many a nail square on the head in that article.

There are many causes of advertising failures, as we all know, but it seems to me that two of the most flagrant reasons are exaggeration and failure to provide distribution.

Why tell the people of New England, for instance, that they do not know how to bake beans, and that steamed beans are better? The folks who do their own thinking *know* better, and all over New England the little brown earthen pot does duty every Saturday, notwithstanding the efforts of the \$1,000 per.

Last Christmas I wanted to buy my boy a watch, and decided, solely from the advertising, to get an Ingersoll-Trenton. After trying three good jewelry stores in Boston, I bought a Waltham—and as far as I am concerned the Ingersoll-Trenton might have saved their money spent in advertising.

G. B. HARRIS.

"Nothing Succeeds Like Circulation"

# LOS ANGELES EXAMINER

## Advertising Gain For September, 1911

## Over September, 1910, is 501.70 Columns

AGAIN THE LOS ANGELES EXAMINER shows the LARGEST ADVERTISING GAIN OF ANY LOS ANGELES NEWSPAPER, morning or evening, more firmly establishing its supremacy as a profitable advertising medium.

### The First Nine Months of 1911 Over 1910

show most clearly that advertisers realize that "Circulation Brings Results."

THE LOS ANGELES EXAMINER made the following gains in advertising published during the nine months of the year of 1911, compared with the corresponding period of 1910:

	Local Display.	Foreign Display.	Classified.	Total Inches.	Total Columns.
January .....	*303 In.	1,042 In.	4,777 In.	5,516 In.	275.80 Cols.
February .....	2,809 In.	289 In.	4,044 In.	7,142 In.	357.10 Cols.
March .....	4,682 In.	1,099 In.	4,224 In.	10,005 In.	500.25 Cols.
April .....	3,871 In.	1,347 In.	4,293 In.	9,511 In.	475.55 Cols.
May .....	1,882 In.	661 In.	1,009 In.	3,552 In.	177.60 Cols.
June .....	4,493 In.	1,396 In.	2,766 In.	8,655 In.	432.75 Cols.
July .....	5,485 In.	1,755 In.	2,320 In.	9,560 In.	478.00 Cols.
August .....	6,957 In.	1,397 In.	1,000 In.	9,354 In.	487.70 Cols.
September .....	7,162 In.	1,108 In.	1,764 In.	10,034 In.	501.70 Cols.
Total Gains...	37,038 In.	10,094 In.	26,197 In.	73,329 In.	3,666.45 Cols.

\*Loss.

This phenomenal gain of 3,666.45 columns proves most conclusively that "The LOS ANGELES EXAMINER is the FASTEST-GROWING, BEST-PRODUCING advertising medium in the world," and is especially notable because The Los Angeles Examiner made the largest gain of any Los Angeles newspaper, morning or evening, during this period.

This gain is a greater advertising gain made during the current year than has been made by any other newspaper in the world. So that this showing is not only gratifying to the "Examiner" and its advertisers and readers, but is a distinct journalistic triumph, which makes Los Angeles again conspicuous, in still another direction, throughout the business world.

Mr. Advertiser, do you not realize that the reading public of the Great Southwest knows that THE LOS ANGELES EXAMINER stands for all that is best in this community, and that this public reposes complete confidence in its favorite newspaper?

The bona fide, paid circulation of The Los Angeles Sunday Examiner is larger by many thousands of copies than that of all the other Los Angeles Sunday papers combined.

The Daily average bona fide, paid circulation of The Los Angeles Examiner is larger than that of any other Los Angeles paper and exceeds that of its nearest competitor by more than 5000 copies.

And more than 95 per cent of this circulation is delivered into homes in Los Angeles and within easy reach by trolley of Los Angeles.

**That's Why It Pays to Advertise in the Los Angeles Examiner**

## Sunday Circulation More Than 110,000

Eastern Representative  
M. D. HUNTON  
Madison Square Bldg.  
New York

**M. F. IHMSEN**  
General Manager

Western Representative  
W. H. WILSON  
1409 Security Bldg.  
Chicago

## WHAT THE PREMIUM DOES FOR BUSINESS

QUALITIES WHICH MAKE AN ARTICLE GOOD AS A PREMIUM—WHAT MAY BE ACCOMPLISHED BY THE GIVING OF PREMIUMS

By Roy W. Johnson.

### II.

In considering the premium proposition, many people run into one of two false conclusions. Either they reason that the articles given must be so cheap that nobody really wants them, or that they must be so expensive that the offer will be sensational. In the first class might be named various lines of cheap books, and the class of goods which are advertised as "a beautiful present" with each purchase of a certain amount. It is surprising what utterly worthless things can be found in such connections, and the funny thing about it is that they must have cost fully as much as something really useful. You can get a respectable pie plate for a nickel at the ten cent store, so the wholesale rate must be something less than that. Yet some merchants will hand out as a premium an unhandsome and useless paper-valentine affair, which without any doubt cost *more* than the pie plate. The first requisite for a premium is that it be something people really want.

The second requisite is that it be something they can get. This is where the spectacularly expensive things are barred out. A grand piano is a fine thing to covet; a trip to Europe is something we all anticipate some day; but even if everybody has an equal chance—on paper—to win the piano or the trip, you are going to please two people immoderately, and you are going to disappoint hundreds. It is far better to split the cost up into sections, and provide a reasonable gift for the people who otherwise would go without. Moreover, many a woman will not try for a piano, because she thinks "she can't get *that* anyway," whereas if you offer her a silk umbrella she will send

all her friends to your store so they can get one too.

One of the most successful premium givers in this country, the United Cigar Stores Company, lists a large number of premiums in its catalogue, the most valuable of which, a cut glass punch bowl, figuring on a basis of 5 per cent of the total sales, is worth just \$43.75. There is a great advantage in having a line of premiums which can be obtained within a reasonable length of time by the average person. A man is likely to get discouraged if the object of his desires is too far in the future. It is unwise, however, to go to the other extreme, and make the premium so easy to get that it doesn't seem to be of any value to the giver.

Incidentally, it may be remarked right here that a poor premium is worse than none at all. A fountain pen that leaks, or a vacuum cleaner that doesn't clean will hardly attract more trade from their possessors.

Many concerns have found it highly profitable to offer a line of premiums which appeal to the children. It is a familiar road to the hearts of the parents, and needs little comment. It will be found wise, however, to study the situation pretty carefully, and not list articles which will meet with parental disapproval. Many a boy would be tickled to death with a toy pistol, yet it might not prove a good road to his father's patronage. And after you have listed an article, with the conditions under which it may be obtained, it may be a difficult matter to persuade the customer willingly to accept something else in its place.

To summarize: the ideal premium is something that people want, something that they can get, and something that is unobjectionable.

Now we come to what is, perhaps, the most important consideration. What do premiums do for a business, anyway? What has been the experience of those who have used them? In what ways does the money invested come back with interest?

The concerns which have adopt-

Today  
In  
Indianapolis

**The Automobile Manufacturers  
and Dealers prefer**

# **The Sunday Sun**

**Why?  
Because!**

The Sun prints more and better automobile news than any other Indianapolis newspaper.

It is alive and growing—increasing its circulation by leaps and bounds.

It prints news of the automobile, handles race meets in a clear, concise manner and covers other big news items in the motor car world equally as well.

**The Sun specializes on real news**

O. T. Roberts and W. D. Edenburn, two of Indiana's best-informed writers on automobile topics, are in charge of The Sun's auto section.

It is printing more exclusive auto advertising than any competitor. On Sunday, Oct. 15, The Sun printed 9,769 lines of auto advertising. On the same date The Sun's only Sunday competitor printed 4,751 lines.

**If  
You  
Are  
Interested**

we will furnish you with incontestable proof that  
**In Indianapolis The Sunday Sun leads all other  
newspapers in both quality and quantity of auto  
news and auto advertising.**

## **The Indianapolis Sun**

Chicago Office,  
Payne & Young,  
747 Marquette Bldg.

New York Office,  
Payne & Young,  
30 and 34 W. 38rd St.



ed the premium method assign various reasons for it. First: Premiums get new customers because they are offered more for their money. The store which offers the goods and premiums at the same price another store asks for the goods alone, will get the preference in many cases. In many lines where competition is close and price cannot be made an inducement, the premium is a big factor.

Second: Old customers are held to the concern which treats them well. A few articles of daily use in a man's home serve as a bit of personal contact with the store which gave them to him. In a sense, the premium represents so much advertising space for the store in the homes of its customers.

Third: Premiums increase the proportion of cash business. They are usually granted only upon the total of cash sales, though this rule is flexible, and some concerns report that the saving in the cost of clerical work and collection of accounts amounts to a large proportion of the cost of the premiums.

Fourth: The person who has started to accumulate coupons from a certain store is not so likely to be drawn into spasmodic bargain purchases elsewhere. She will come to the store which gives the coupons, and pay a slightly higher price if necessary, to get the credit on the premium she wants. And conversely, the little coupon often makes a cut in prices unnecessary to get people into the store.

Fifth: The old established house, whose product is standard and of known quality, often finds new competition advertising quality strongly. In a case of this kind it is easier to hold the trade by a premium offer than to compete on the quality basis with the new concern. Since everybody knows the quality of the goods, it is a waste of money to advertise it, when customers can be held in line with a premium.

Sixth: By offering premiums to clerks and dealers for orders of a certain size, and for weekly

sales, dealers may be induced to stock goods, and their clerks encouraged to push their sale. This as an adjunct to magazine and newspaper publicity. The public urged to demand the goods, from the outside, and the clerks encouraged to sell them from the inside.

Seventh: Sometimes premiums are given which will suggest the purchase of goods to supplement them. For instance, a set of books given with purchases amounting to \$100 may be made to suggest the further purchase of a book-case to hold them. A humidor given for cigar purchases suggests a box to go in it.

Eighth: Premiums may become secondary advertising mediums to popularize a trade-mark, or to suggest the goods. Thus a cut-glass salt shaker may promote the sale of a brand of salt; a cigar cutter, of cigars; an orange spoon, of oranges.

The foregoing are merely the reasons given by various concerns why they use premiums. It is only fair to give the reasons why some other concerns do *not* use premiums. In the last analysis the individual conditions must govern any policy.

"The premium is the badge of the cheap house," say some concerns. "It is the usual accompaniment of shoddy goods, and questionable methods. The class of people who trade at premium stores are not the class we want."

"Our goods are sold on their merits, and no extra inducement is necessary or even desirable," is another comment.

"The advertising value of a premium is nil. The person who receives it doesn't regard it as of any value because she thinks—wrongly—that she got it for nothing, and she doesn't tell her friends about it because she is ashamed to admit what it is."

"Our margin of profit is so small that we cannot afford to give more concessions than we regularly do."

"It is a good talking point to advertise that we don't have to give bribes for business."

(To be continued)



Grounds broken for the Panama-Pacific  
International Exposition  
- plenty of money in circulation  
- several Eastern Mfg's have already opened  
branches in San Francisco Welcome



this newspaper and trade paper advertising Gordon & Ferguson talk of "The Gordon Pure Fur Law" and it is suggested, that although "no legislature has enacted a pure fur law, that public opinion—your insistence on truth—can." The talk to the public is that every dealer in Gordon furs knows exactly what he is selling and will not attempt to palm off rabbit skin for chinchilla or seal. When a dealer tells a customer that an article is a Gordon bearskin coat, it will be bearskin and nothing else.

That this is another evidence of the growing popularity of truth-telling and education in truth is seen from the widespread influence of the advertising. No one in the Northwest who is thinking of buying fur of any sort this winter and has seen the Gordon ads will be content unless he knows just what is being purchased. The whole fur business will be established on a more firm foundation. To the dealers the firm says in trade paper ads: "It is a great deal better to tell your customer the truth before she buys than to have her find it out afterward, which she will; for the true quality of a fur garment shows in the wearing of it."

The ads also urge the cash value of honesty about merchandise and suggests that the truth cannot be told unless it is known, and this the Gordon catalogue does. The catalogue has the real name of the fur displayed in large type with the trade name following in italics, so the dealer will know just what he is ordering. In the front of the catalogue a list of real names and trade names of furs is given.

Black dog is "Japanese Lynx"; plucked and seal-dyed muskrat is "Aleutian Seal"; blue-dyed goat is "Blue Jap Wolf"; blended ringtail cat is "California mink"; short-haired China sheep is "Patagonian Bison," and brown-blended Australian opossum is "French Sable." These are the trade names and the equivalent as given in the "Gordon Fur Book," the 1912 catalogue.

## AUTOMOBILE USERS

### In Montreal and Quebec Province

are more than half of them French.

In order to reach this great buying force it is necessary to advertise in *La Patrie*, because *La Patrie* reaches just this class of people, the people with money to spend.

Last year, *La Patrie* carried more automobile advertising than any other paper, it is acknowledged to be supreme in the French field.

Let us send you further information.

## *La Patrie*

**Montreal, Canada.**

*Firms having no agency in Montreal, and wishing a representative, should write us, we will willingly try to find them a reliable agent.*

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by Geo. P. Rowell

PRINTERS' INK PUBLISHING COMPANY  
Publishers.

OFFICE: 12 WEST 31ST STREET, NEW YORK CITY. Telephone 5203 Madison. President and Secretary, J. I. ROMER. Vice-President and Treasurer, R. W. LAWRENCE. General Manager, J. M. HOPKINS. The address of the company is the address of the officers.

Chicago Office: 1206 Boyce Bldg., GEORGE B. HISCHE, Manager, Tel. Central 4340.

New England Office: 2 Beacon Street, Boston. JULIUS MATHEWS, Manager. D. S. LAWLOR, Associate Manager.

St. Louis Office: Third National Bank Building. A. D. MCKINNEY, Manager, Tel. Olive 83.

Atlanta Office: Candler Bldg., GRO. M. KOHN, Manager.

Philadelphia Office: Lafayette Building, J. ROWE STEWART, Manager.

Canadian Offices: 119 West Wellington Street, Toronto, Ont. La Presse Building, Montreal, Quebec. J. J. GIBBONS, Manager.

Issued every Thursday. Subscription price, two dollars a year, five dollars for three years, one dollar for six months. Five cents a copy.

Foreign postage, one dollar per year extra. Canadian postage, fifty cents.

JOHN IRVING ROMER, Editor.

New York, Oct. 26, 1911

## Will Automobiles Increase?

The first automobile advertisement appeared in the fall of 1899. Since that time automobile advertising has increased by geometric progression until to-day it is perhaps the most conspicuous of all advertised commodities. No figures are available to show how much money has been spent in automobile advertising during the decade, but it would safely come in the big figure class of nine decimal points.

In addition to this the automobile has given occasion to advertise a long list of mechanical and apparel accessories, not to mention hotels and suburban homes. The industry has given birth to about fifty trade papers. In its train have followed the motorcycle and the motor boat. At almost every turn it has had its distinct and conspicuous influence on the habits and para-

phernalia of the life of the middle and upper classes of American people.

Whether or not this influence will go on broadening its sphere till nearly everybody owns a motor car, or will recede owing to overproduction, and the limited number of incomes capable of supporting a car—this question is the one which confronts the automobile manufacturers of to-day, both as regards their advertising and the extension of their factories. There are able advocates of both views. Whichever view one adopts inevitably affects his policy and all that grows out of it.

Men who are prone to find in advertising the panacea for all business conditions are forced to admit that advertising has not alone brought about the present situation in regard to automobiles, nor can it answer the question the manufacturers are asking as to the future of the business.

So far the total output of automobiles has increased every year, and the figures have shown no decline as a whole, although individual manufacturers have had their ups and downs. A great deal of the increased business has been due to the development of new models every year. But with the standardizing of models the tendency to buy new cars frequently will doubtless lessen.

Those who reason by analogy rather than by statistics point to the steadily increasing size of steamships, which half a century ago some people thought had reached the limit, as well as to numerous other instances where performance has exceeded expectations. From such analogies they picture the steady increase of the automobile industry through the next few decades at a ratio not unlike that of the last ten years.

PRINTERS' INK says:

*Efficiency is only another name for doing the thing right the first time.*

### **Successful Combating of Prejudice**

This year the sales of Shredded Wheat will go considerably beyond a million cases (a case contains six hundred biscuits). The manufacturers of this article have never passed a year without showing a big increase in sales over the previous year. They have paid six per cent dividends on their preferred stock and have gradually increased dividends on common from nothing at all in 1905 to four per cent last year. These figures have some significance when it is known that *four-fifths* of the organization's total capitalization is represented by "good will, patents, etc." Some concerns talk boastfully about their tremendous "good-will" assets but they fail to get to the point where they can pay real-money dividends on their good-will.

The Shredded Wheat success is an example of what can be done in the way of combating popular prejudice. When it was first introduced some people who did not grasp the dietetic reasons behind the product were fond of referring to it as "Excelsior," "baled hay," etc. While the breakfast food joke is not altogether dead, its grave has been neatly dug by a persistent campaign of educational advertising. The Shredded Wheat campaign has been directed at teaching the many healthful and appetizing ways in which the article can be used. Publicity in the magazines, newspapers and street cars has been made to dovetail with sampling, demonstration and miniature factories showing the process of manufacture. In 1912 nearly half a million dollars will be expended in these various forms of advertising.

To meet a clearly defined popular prejudice and overcome it is a job that challenges the ability and commands the interest of the skillful advertising man. An educational campaign is a campaign calling for courage, resourcefulness and strategy. Not all campaigns of this kind

have been successful, but some of the most notable victories in advertising history have been along this line.

Such work, to attain the highest efficiency, must be conducted with a thorough comprehension of many complicated conditions. It is interesting to learn that every piece of copy emanating from the Shredded Wheat concern has been produced by its own advertising department. An educational campaign is not an "over-night" affair. It requires time, a persistent purpose and a large measure of confidence on the part of the board of directors in the good judgment of their advertising manager.

---

PRINTERS' INK says:

*The surest way to get a man's interest is to give him some idea he is already feeling after.*

---

### **Waves in Advertising**

There are, in general, two types of automobile advertising. The one aims to get the prospective purchaser to investigate the advertised car before he buys, the work of actually selling him being up to the salesman and the merits of the car itself as related to the purchaser's needs and purse. The other type of automobile advertising undertakes to *sell* the man the car while he is reading the advertisement.

Both styles have their places, and to a certain extent they are always overlapping, for some men are virtually sold on an impression, and others are not sold until every claim is verified by critical observation.

If we could get the consensus of opinion, embodying the experiences and observations of over two hundred automobile makers, through ten years of tense competition, we would have an idea which would constitute a potent precedent for fixing the tenor of future advertising, not only of automobiles, but of many other things.

A comparison of the various advertisements of conspicuously advertised cars, through a period of years, checked up by personal impressions of men who have been intimately identified with the industry from the first, shows that there has been a compound wave of opinion on this point. The first advertisements were generalities, of the "look before you buy" type. Then followed a period of full mechanical explanation, the attempt to sell direct from the advertisement. Lately it seems that the zenith of mechanical explanation has been passed, and the effort is to give the reader the favorable impression he would have if he knew all the detail, but to convey it by general statements, with enough of the mechanical detail to differentiate the particular car from the others.

As time goes on, and the nature of competition changes, the present general concept of efficient automobile advertising may vary towards either of the two original types. And yet one seems to feel that in this aggregate experience of many manufacturers something of fundamental and permanent value in automobile advertising has been worked out, and is the heritage of any one who will make use of the experiences of others.

---

PRINTERS' INK says:

*Have clearly in mind your typical buyer, and know him as closely as you can; no better point of view is possible.*

---

### **English Visitors at Dallas**

When Herbert S. Houston sailed for Europe recently, he carried in his pocket formal invitations from the Governor of Texas, the Mayor of Dallas and prominent officials in the A. A. C. of A., addressed to the advertising men of Great Britain, expressing a cordial hope that they would have a large delegation at the Dallas convention. The invitations were presented in the course of a speech by Mr.

Houston at a dinner of prominent advertising men in London and at the close fully a dozen signified their intention of accepting.

One of the pleasantest features of the Boston convention was the presence of sixteen Englishmen representing various phases of the advertising business in that country. The impression they made was not only exceedingly favorable as to the high calibre of men engaged in the advertising business abroad, but also as to the advanced state of the industry itself over there. There is good reason for believing that the English have progressed further in solving certain of the problems of the business than we have. At all events, a description of just how they handle some of the questions now vexing American advertising men would be valuable and informative. If the managing committee of the Boston convention had known sufficiently in advance just who the English delegates would be and what interests they represented, no doubt they would have been accorded a more liberal representation on the programme.

PRINTERS' INK offers the suggestion to the committee in charge of the Dallas convention that the visiting Englishmen be invited to participate not only in the general sessions but in the practical work of the departmental sections where an exchange of experiences ought to prove mutually helpful. As time goes on, more and more American advertisers will cultivate the English market and more and more English advertisers will seek an American outlet. Our paths are bound to cross more frequently in the future even than in the past and no opportunity should be lost to develop cordial inter-relations. The spirit which prompts England to send its leading advertising men so great a distance in order to attend our conventions is highly appreciated. Let us hear from the visiting Englishmen at Dallas.



The Century has a deservedly high place on the lists of the manufacturers of the high grade automobiles. The reason is found in this fact:

“Things of a common quality, ever quickly seek their kind.”

## ENLIST THE CHILDREN IN YOUR SELLING FORCE!

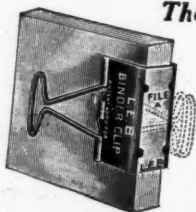


The boundless enthusiasm of a growing boy or girl is a valuable selling factor. An Indian or Cowboy suit offered as a premium brings the children to your aid in a hearty happy manner that brings large results. Our play suits have been proved a great success by use, not theory. Send for our illustrated catalogue.

**MOSSBACKER & CO.,**  
779 Broadway, New York.

## Newest premium

A loose leaf binder for the busy man's desk. Holds 2 or 200 papers like a 50c pinch binder.



## The L. E. B. Binder Clip

**How It Works** After papers are inserted, arms may be turned down out of the way. When

arms are turned back, papers can be readily referred. When one arm is turned down and the other up, the upper arm may be used as a hook for hanging.

Two styles, either plain or with space for holding label. Sample and our 50c. catalog of office devices sent postpaid upon receipt of 5c. 50c. per dozen, postpaid.

Every Circulation Manager will find it to his advantage to see a sample of this practical premium. Tear out this ad. before you forget it and send for your sample today.

Special price in quantities.

**CUSHMAN & DENISON MFG. CO.**  
Dept. P., 240-2 W. 23d St., New York City

## THE AUTOMOBILE SHOW— ITS SELLING VALUE

THE SHOW A GOOD THING FOR "THE OTHER FELLOW"—HOW ITS VALUE CHANGES WITH CHANGING CONDITIONS—THE INDUSTRY AS A WHOLE BENEFITS RATHER THAN A SINGLE EXHIBITOR

The manufacturer of a high-priced automobile had, as the chief feature of his exhibit at a recent automobile show, a car equipped with a special body, elaborately fitted.

"How much do you want for that car?" a spectator asked. "Ten thousand?"

"No," replied the salesman in charge, as he had replied to hundreds who asked the same question, "You can have that for \$6,400."

"Here's my card," said the spectator. "Be at my office in the morning with the contract. I'll write you a check right now as evidence that I mean business."

An easy sale, apparently, yet the salesman who made it maintains that the selling cost of that particular car was higher than it would have been to sell it in the regular course of business from the company's sales room. For he had gone over the car, feature by feature, with countless people who drifted in and drifted out again, without even so much as leaving their names. "The automobile show is a fine thing for the maker of a low-priced car," he finished. "They sell lots of cars. But for the high-grade automobile it is doubtful if the show helps."

A sales manager for another expensive car said frankly that the show was no good, and he would prefer to stay out of it altogether. So it seemed best to find out what the opinion of the sellers of low-priced cars might be.

"The show is a fine thing," was the first expression, "for the maker of a high-priced car, who can afford to spend a lot of time on special features. While we do sell a good many cars at the show, it costs more to do it that way."

An analysis of the opinion, as expressed by the men who do the actual work at the New York shows, seems to result in the statement that the automobile show is a good thing—for the other fellow.

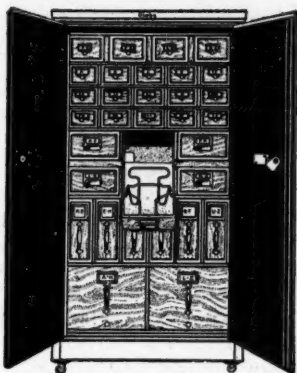
But it isn't wise to conclude that the show is doomed, just on that account. There was a time, well within memory, when men used to assert that advertising was a good thing—for somebody else. It would be a difficult proposition to get the automobile manufacturers to agree, as a body, to stay out of the show.

It is probably true that the show is not the sales promoter it was in the old days when it attracted a lot of people who were not consciously in the market for a car, and aroused their interest in the automobile *per se*. Automobile advertising is too widely distributed in these days to leave any considerable body of people ignorant of the advantages to be derived from proprietorship.

The popular prejudice against automobiles—which the earlier shows did much to weaken—has practically disappeared. It survives mainly among those who could not afford an automobile anyway, and the moment they can afford one they get it, prejudice notwithstanding. The automobile has taken its place in our civilization, and it is no longer necessary to persuade people to look at it with equanimity.

The direct returns which any one manufacturer can trace to any show are probably growing less every year, as knowledge about automobiles becomes more widely distributed. But we are not dealing with a mail-order proposition, and there are few men able to buy an automobile as they would buy a hat—because it looked good in the dealer's window. There are too many factors which determine the sale of an article costing more than the average year's salary to place much dependence upon "direct returns."

What the show does is this: it brings together a lot of people into one place, with minds pre-



Every publication or advertising department has in its possession valuable manuscripts, photographs, extracts, letters, etc., that are liable to be lost or damaged when filed by the ordinary method. The

## Globe Cabinet Safe

provides all the convenience of a filing cabinet in addition to the protection of a safe against loss by theft or fire.

These interiors can be arranged to suit the individual requirements of any line of business.

Shelves, partitions, and filing devices inserted without the use of any tools whatever—not even a hammer.

Globe Cabinet Safes are not only economical in price, but also in the amount of space they occupy. They can be as easily moved about the office as a desk.

*Write for Complete Illustrated Catalog showing twenty or more interiors that suggest ideas of value to your business.*  
Address Dept. P. K. 810

## The Globe-Wernicke Co. Cincinnati

### Branch Stores:

New York	- - -	- 380-382 Broadway
Philadelphia	- - -	- 1012-1014 Chestnut St.
Chicago	- - -	- 231-235 So. Wabash Ave.
Boston	- - -	- 91-93 Federal St.
Washington	- - -	- 1218-20 F St., N.W.
Cincinnati	- - -	- 128-130 E. Fourth St.

disposed to the consideration of a certain subject. Some of them come to see a particular thing—a new type of engine, for instance—for which they have been prepared by special advertising in the local papers. Others come to see what is new; to make comparisons conveniently. Perhaps the majority do come out of mere curiosity, but it is curiosity in a certain direction, and there is no telling *when*—maybe not for a year—they are going to find themselves discussing the possibility of getting a car of their own.

The show gets them together under one roof. They spend an hour or two looking and listening. Then they go home again, without buying any cars to speak of, and the casual observer says that the show is a frost.

But the man who goes home in the subway is going to read automobile advertising with a clearer comprehension, and a keener interest, because he learned, maybe, that a carburetor has nothing to do with lubrication, and that a magneto is in reality a pocket edition of a dynamo.

And the man who drives home in his own automobile is going to find that it lacks a lot of things he didn't notice the absence of when he came. If he has to reach out in the cold to shift his gears, he is pretty likely to remember that coffee-colored touring car with the levers inside. If his motor stalls at a crossing, he is going to think several times of the compressed-air cranking device while he is getting out in the snow and "kicking her around." He is in a fair way to buy himself a new car, though he will probably never give the show any credit for it.

The selling value of the automobile show, in the last analysis, must be credited to the automobile industry. It is admitted that it does sell more automobiles than would be sold without it, and the only qualification is that they are not always of the proper variety.

## WANTS LIGHT ON TRADE PAPERS

PHILADELPHIA, Sept. 15, 1911.

Editor of PRINTERS' INK:

I have been gratified to notice during the past two years or so, a marked improvement in the quality of publishers' announcements, and publishers' advertisements for their own advertising columns. This improvement is, I think, so conspicuous that it can hardly fail of notice.

There is one point, however, in which I think there is room for still further improvement, and that is in the matter of educating business men to the proper functions of the trade press. It is quite the fashion, in some places at least, to deprecate the trade paper, and, though it is used, to regard it as a matter of little importance whether the space be properly filled or not. The effect is to rob the advertiser of results he might otherwise secure.

What is needed, in my opinion, is a campaign of education. Business men need to be told what a trade paper is, and what it is *not*. They need to be taught to discriminate between a publication which serves a trade, and one which is built to promote some organization or interests within a trade. There is a difference; both papers are useful, but not in the same way.

That is only one of the many things which should be made clear, and I should like to see PRINTERS' INK take the matter up in the interests of the advertisers who ought to use trade papers with better results than they are now getting.

TRADE PAPER ADVERTISER.

## NEW AD CLUB AT TROY

The newly-organized Publicity Association of Troy, N. Y., starts off with a good membership and much enthusiasm. It is to be developed wholly along educational lines. The following are the officers: President, Fred A. Drowns, advertising manager for George P. Ide & Co.; first vice-president, Gifford A. Allen, advertising manager, *Troy Record*; second vice-president, R. Stevens Brown, secretary and treasurer, Troy Photo Engraving Company; treasurer, William B. Wilson, business manager, *Troy Times*; secretary, Rutherford Hayner, editor, *Troy Times* art department; board of directors, Charles H. McChesney, *Troy Record*; Byron J. Moon, advertising manager, United Shirt & Collar Company; Arthur J. Glass, Troy Art Engraving Company; Walter M. Crandell, advertising manager, G. V. S. Quackenbush & Co.; James T. Whitehurst, of the Whitehurst Printing & Publishing Company.

The establishment is announced of the first strictly inventors' journal, *The Inventors' Outlook*, to be published at Washington, D. C. Joseph J. O'Brien, the founder, will act as editor. The first number will appear in November.

# ACTIVITIES OF AD GOLFERS' ASSOCIATION AT EVANSTON, ILL.

The election held October 10 of officers of the Western Advertising Golfers' Association at the Evanston, Ill., Country Club resulted as follows: President, Harry T. Evans, *Success*; vice-president, F. S. Smith; second vice-president, F. A. Sperry; secretary, Elmer Wilson; treasurer, E. D. Wheeler; directors, J. K. Griffiths, G. C. Pierce, O. T. Hedges, F. E. Mann, R. T. Stanton, E. W. Chandler, E. P. Cockrell, C. A. Carlisle, C. L. Farley. President E. P. Cockrell, assistant general passenger agent, Monon Railway, celebrated his return from a tour

of the West by winning the final tournament of the season. The veteran Windsor southpaw was in fine fettle, defeating Guy Pierce, *Associated Sunday Magazines*, in the final, 2 and 1, after disposing of H. B. Fairchild, of *Munsey*, and W. Patterson, *Christian Herald*, in the earlier rounds. Lee Maxwell, of Exmoor, won the first flight consolation final from R. L. Whitton, 3 and 2.

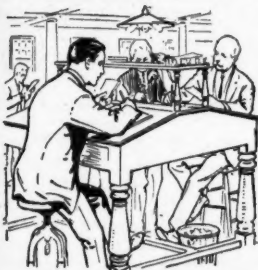
"Dad" Stanton, of *Century Magazine*, using the best shots he had in his magazine, scored a half century gross in the one club consolation handicap, his allowance of nine strokes giving him a net of 41. H. B. Fairchild and T. J. Morris, *Farm and Fireside*, tied for second place with net scores of 43.

622 BLAISDELL PENCIL CO. - PAT. & REG. EDITORIAL

## A Pencil for Hustlers

Men! You've looked a long time for a *business* pencil that will sharpen without the litter and pother of whittling. That will work as smoothly as a velvet tip. That will make a strong, legible mark, not easily blurred, and that will be tough pointed enough to stand fast usage without breaking. The

## Blaisdell Paper Pencil No. 622 or 624



meets these specifications to a "T."

It sharpens, like other Blaisdell pencils, by "nicking" the paper between perforations and pulling off a strip—you can do this with a pin or a nail if a knife isn't handy—and it has an extra thick lead of fine imported Bavarian graphite which is smooth and strong.

These pencils *save time* to hurried workers. For editorial work, memoranda, checking and similar uses they are *great*. Order them of your stationer; if not with him write us direct

*For 10c we will send to any address 3 checking pencils with soft, extra thick black leads.*

**BLAISDELL PAPER PENCIL CO., 45 13 Wayne Ave., Philadelphia, Pa.**

## The LEATHERSMITH SHOPS

are frequently commissioned by advertisers of high grade merchandise to design and execute **DECORATIVE LEATHER DISPLAY SIGNS**

These signs are richly wrought in fine leathers and handsomely mounted on oak, mahogany or any other wood in any desired size for standing or hanging. They are gladly given prominent display in the best shops because of their uncommonness and genuine decorative value. Specimens and quotations on request.



### SPECIAL REPRESENTATIVES:

CHAS. W. SCHAFFER, Jr., L. B. NEWELL,  
635 Hudson Terminal Bldg., N. Y. 170 Summer St., Boston  
R. R. JOHNSTONE, 312 Caswell Block, Milwaukee  
J. A. KERR, Rockefeller Building, Cleveland  
MAIN OFFICE, 1033-35 Race St., Philadelphia, Pa.

### VOLUME OF ADVERTISING IN LEADING FARM PUBLICATIONS FOR OCTOBER

(Exclusive of Publishers' Own Advertising.)

[EDITORIAL NOTE:—Due to the short time in which the following figures were compiled for this number of PRINTERS' INK, only the totals for some of the publications listed are given. In the future each issue of each paper will be tabulated.]

#### (Monthlies.)

	Cols.	Agate Lines.
Southern Planter .....	193	24,329
Better Fruit .....	169	23,730
Successful Farming .....	100	15,191
Farm Journal .....	87	13,196
Missouri Valley Farmer.....	128	10,999
Agricultural Epitomist....	53	10,388
Farmer's Wife .....	48	9,303
Farm News .....	62	8,680
Green's Fruit Grower.....	43	8,600
Nat'l Farmer & Stock Grower	55	8,288
Farm Life .....	53	7,950
Farm World .....	7	1,402

#### (Semi-Monthlies.)

Oct. 1-14:		
Dakota Farmer .....	97	18,892
Farm & Home.....	70	13,842

#### Oct. 15-30:

Southern Ruralist (2 issues)	139	26,132
Dakota Farmer .....	100	19,407
Farm & Home.....	95	18,837

#### (Semi-Monthlies.)

Sept. 1-14:		
Farm & Fireside.....	63	12,624
Prairie Farmer .....	56	9,823
Oklahoma Farm Journal..	36	7,113
Home & Farm.....	..	5,062
Sept. 15-30:		
Farm & Fireside.....	66	13,278
Oklahoma Farm Journal..	54	10,415
Prairie Farmer .....	59	10,318
Home & Farm.....	..	4,267
Up-To-Date Farming (2 iss.)	88	15,437

### VOLUME OF ADVERTISING IN LEADING FARM WEEKLIES FOR SEPTEMBER

(Exclusive of Publishers' Own Advertising.)

	Cols.	Agate Lines.
Sept. 1-7:		
Breeder's Gazette .....	91	16,563
Iowa Homestead .....	82	16,189
The Farmer .....	54	10,850
Kansas Farmer .....	53	10,503
Wallaces' Farmer .....	55	10,438
Nat'l Stockman & Farmer.	54	9,914
Hoard's Dairyman .....	53	9,646
Farmer & Stockman.....	42	8,400
Country Gentleman.....	49	8,370
Wisconsin Farmer .....	39	7,700
Nebraska Farmer .....	36	7,224
Progressive Farmer .....	37	7,090

#### Sept. 8-14:

Breeder's Gazette .....	89	16,198
Iowa Homestead .....	73	14,481
Wallaces' Farmer .....	66	12,474
Hoard's Dairyman .....	55	12,012
The Farmer .....	46	9,275
Kansas Farmer .....	46	9,206
Nat'l Stockman & Farmer.	47	8,596

Nebraska Farmer .....	37	7,392
Farmer & Stockman.....	35	6,912
Progressive Farmer .....	34	6,535
Country Gentleman .....	39	6,490
Wisconsin Farmer .....	26	5,119

#### Sept. 15-21:

Breeder's Gazette .....	114	20,748
Iowa Homestead .....	74	14,614
Wallace's Farmer .....	63	11,907
Kansas Farmer .....	51	10,037
Hoard's Dairyman .....	55	10,010
Nebraska Farmer .....	47	9,128
Nat'l Stockman & Farmer.	49	9,009
The Farmer .....	39	7,819
Country Gentleman .....	42	7,302
Farmer & Stockman.....	32	7,087
Progressive Farmer .....	36	6,301
Wisconsin Farmer .....	26	5,119

#### Sept. 22-28:

Breeder's Gazette .....	94	17,230
Iowa Homestead .....	82	16,012
Wallaces' Farmer .....	77	14,553
Hoard's Dairyman .....	62	11,284
The Farmer .....	44	8,995
Kansas Farmer .....	45	8,830
Farmer & Stockman.....	37	7,307
Nat'l Stockman & Farmer.	39	7,182
Country Gentleman .....	41	7,111
Nebraska Farmer .....	34	6,832
Progressive Farmer .....	33	5,727
Wisconsin Farmer .....	24	4,725

#### Sept. 29-30:

Hoard's Dairyman .....	73	13,286
Wallaces' Farmer .....	70	13,230
Kansas Farmer .....	37	7,289
Progressive Farmer .....	34	6,457
The Farmer .....	28	5,744

#### (September Weeklies.) (5 issues)

Farm & Ranch.....	263	49,821
Indiana Farmer .....	254	49,784
Ohio Farmer .....	200	38,400
Wisconsin Agriculturist ..	170	33,447
Michigan Farmer .....	177	34,139
Farmer's Review .....	158	28,780
Twentieth Century Farmer	118	22,316
Inland Farmer .....	60	11,856

#### Totals for September.

Breeder's Gazette .....	70,738
*Wallaces' Farmer .....	62,602
Iowa Homestead .....	61,296
*Hoard's Dairyman .....	56,240
*Farm & Ranch.....	49,821
*Indiana Farmer .....	49,784
*Kansas Farmer .....	45,865
*The Farmer .....	42,672
*Ohio Farmer .....	38,400
National Stockman & Farmer..	34,701
*Michigan Farmer .....	34,139
*Wisconsin Agriculturist ..	33,447
*Progressive Farmer .....	32,010
Nebraska Farmer .....	30,576
Farmer & Stockman.....	29,706
Country Gentleman .....	29,273
*Farmer's Review .....	28,780
Wisconsin Farmer .....	22,663
*Twentieth Century Farmer...	22,316
*Inland Farmer .....	11,856

\*Five issues.

Statistics compiled by the *Dakota Farmer* show that there is a total of \$72,000,000 in individual deposits in the banks of South Dakota.

The Beaumont, Texas, *Journal* has been elected to membership in the American Newspaper Publishers Association.



## FEDERAL COURT UPHOLDS RIGHT TO FAMILY NAME

INJUNCTION AGAINST THE KNABE BROS. COMPANY HAS WIDE BEARING ON TRADE NAME QUESTION—FAMILY NAME CANNOT BE USED TO DECEIVE PURCHASERS AS TO ORIGIN OF THE GOODS

In a decision handed down at Cincinnati on October 17, Judge Hollister of the United States Circuit Court upheld the right of a corporation to the exclusive use of a family name as a designation of its product, even though that name had been acquired by purchase, and no person bearing the name was connected with the corporation.

The case was that of the American Piano Company, complainant, vs. The Knabe Bros. Company, defendant, in Equity (No. 6741). The history of the case, briefly, is as follows:

At the time of the formation of the American Piano Company, Ernest J. Knabe, Jr., and Wm. Knabe, 3rd, grandsons of the original William Knabe, sold the rights, business, good-will, and all the property of the William Knabe Co. to, and became important officers of, the American Piano Company. Upon some later disagreement, they ceased their relationship with the latter, and, with others, went to Cincinnati, where they formed The Knabe Bros. Company for the purpose of making pianos. The American Piano Company applied for an injunction restraining The Knabe Bros. Company from the use of the name "Knabe" in contravention of their rights as owners of the original designating title.

In granting a temporary injunction, Judge Hollister emphasized the right to the use of one's family name, provided it be so used as not to injure the rights of another.

It cannot be and is not denied that William Knabe, 3rd, and Ernest Knabe, Jr., have the right to do business un-

## September Records Broken

In September, 1911, The Record-Herald contained more advertising than in any previous September in the history of the paper. The gains and losses for September advertising in the Chicago morning papers compared with September, 1910, are as follows:

COLUMNS

### The Record-Herald 186 Gain

The Tribune ..... 246 Loss

The Inter Ocean ..... 54 Gain

The Examiner ..... 34 Gain

Comparing nine months of 1911 with the corresponding months of 1910, The Record-Herald has gained 1698 columns of advertising; more than three times the gain of all the other Chicago morning papers combined.

These comparisons are made from statements prepared by the Washington Press, an independent Audit Co.

NEW YORK OFFICE:  
710 TIMES BUILDING

## Advertising Man With Managerial Qualifications

I was closely identified in this country and abroad with the exploitation of a proprietary article that far exceeded in sales anything of a similar nature.

Another place was assistant advertising and salesmanager for a concern selling by mail \$7,000,000 worth of general merchandise annually to retail merchants.

Was also connected with the largest house of its kind selling by mail about \$2,000,000 worth of goods annually to physicians and hospitals in all parts of the world.

This experience, augmented by three years in general advertising agency as copywriter, solicitor and department head where scores of advertising and selling problems were dealt with.

Ten years experience in the marketing of goods, writing magazine, newspaper and trade paper copy, catalogues, booklets, special proposition circulars and form letters for both dealers and consumers; able correspondent; a crank on systematic follow-up work and the appearance of printed matter.

Past employers say I am unusually able and energetic; that I am a strong writer with a convincing style of expression, and they particularly emphasize my managerial ability, good habits and faithfulness.

I don't "know it all," but I have initiative and ideas and know how to get things done; possess sound business judgment and a forceful, agreeable personality; age 31; married; prefer New York City connection, where I am now.

Competent to take full charge of the advertising or selling end of your business or both.

Address Box 31, care of Printers' Ink.



## We Can Sell Your Goods or Services

We are real mail order copy writers, and the booklets, advertisements and circular letters we produce are written by salesmen who have been trained to write their selling talk on paper as effectively as they once uttered it in person.

If new blood, new ideas, new methods are of value in selling your goods get in touch with us.

Your name and address brings you a copy of our publication

### KNOWLEDGE

*A journal of business education, containing plans, methods and ideas that will help you to larger profits.*

## The Business Development Company of America

"An Organization of Writer-Salesmen"

119 Nassau Street

New York

## Feister-Owen Press

Philadelphia Milwaukee

### SPECIAL EQUIPMENT

FOR PRINTING

**Almanacs  
Booklets  
Catalogs  
Circulars**

IN

## Large Editions

PROCESS COLOR WORK

AND LITHOGRAPHY

Get into communication with  
our nearest plant

der their own names, so long as the name is not used in such a way as to amount to a deception, or so disposed in connection with the goods sold as to be misleading. While a confusion growing out of the same name honestly used, and without the purpose of misappropriating the name of any one else, may sometimes work an injury to another of the same name, yet for that sort of injury no relief is given by the law. The defendant seeks to bring itself and the use of the name "Knabe Bros." on the fallboard of its pianos, within the law, and is, no doubt, earnestly desirous of doing so. In the frame of the piano within its case, but not seen as a rule unless sought after, there is a notice to purchasers that "this piano is not the piano made by Wm. Knabe & Sons of Baltimore." This is not sufficient.

The name on the fallboard indicates that it is a "Knabe" piano. It is not a "Knabe" piano.

Judge Hollister further affirms the right of the defendants to their family name, and states certain conditions under which the use of it would be equitable:

If they, under some other title than "Knabe," would manufacture a piano as made by The Knabe Bros., I do not see how the complainant's rights would be infringed. By so doing they could still give to the public the information that into their piano went the skill and experience they had acquired in the making of the "Knabe" piano, and an assurance of all the qualities which make a good piano, such as the "Knabe" is. They could show that it was made by the grandsons of the original Wm. Knabe, whose piano acquired the title of "Knabe" piano. In this way these gentlemen could build up the reputation of their piano, instead of, as charged by the complainant and as appears, appropriating the reputation of a name, the use of which was purchased by and is owned by the complainant.

It may be that the order forbidding the use by defendant of the word "Knabe" on the fallboard of its pianos goes a step further than any adjudicated case which has been called to the attention of the court, but it is believed that the decision is in entire harmony with the spirit of the authorities, and does not take away any right the defendant may have to publish the fact that its piano is made by or under the supervision of the Messrs. Knabe.

The decision is of interest to business men generally, outside of the industry directly affected, in that the Court goes further than the mere deciding of the point at issue, and lays down conditions under which the same family name may be used by two competing concerns.

# REPRESENTATIVES CLUB EN- THUSES OVER DALLAS CONVENTION

NEW YORK, Oct. 2, 1911.

Editor of PRINTERS' INK:

Most business men look upon advertising solicitors as cold-blooded individuals, out for the money and not very deeply concerned in the real welfare of the advertiser.

The great enthusiasm being shown by the Representatives Club of New York in the convention to be held in Dallas, next year, teaches a splendid lesson in this respect.

This club is composed of 168 men, working as solicitors. Their income is none too large, yet to the man, they are sincerely anxious to visit the Dallas convention in 1912, from a purely educational standpoint. That they may be more familiar with that territory and its business conditions—that they may rub shoulders with the brightest lights in the advertising fraternity—that they may hear these men discuss advertising from every standpoint—and become better, broader and more dependable solicitors. It is not solely for a good time that they will go to Dallas, but in the honest endeavor for higher education.

The following is an extract from the constitution of this club—and I believe it is lived up to:

"ARTICLE II. The object of this organization shall be to increase the efficiency of its members as advertising men through the interchange of ideas, to discourage dishonesty and misrepresentation in every branch of the business, to correct existing abuses whenever possible, to co-operate with other advertising organizations to this end, and to promote good-fellowship among its members."

The club officers are trying to raise at least \$10,000 to pay the expenses of sending this club to Texas and the great Southwest. It means a lot of work—many evenings sacrificed to committee meetings—many dollars taken from the private income and in some cases the summer vacation forfeited, and it is ALL sincerely in the interest of better advertising. Who can doubt the result—who can estimate the value of such experience? Men of this ambition who will go to this trouble and expense for such a cause, should be respected as real factors in honest business development.

I wish every advertiser could find it possible to attend the meetings of this club—see the enthusiastic interest of the men, and note their sincerity of purpose.

If they did they would have much more respect for the advertising solicitor.

S. E. LEITH,  
Chairman General Committee.

P. S. Florea, of Indianapolis, secretary of the Associated Advertising Clubs of America, was the guest of honor at a meeting of the Dayton, O., Advertising Club, September 12. An address was made by C. B. Keemer, of Des Moines.

## Don't Duck The Best Gun Oil! 3-in-One!



3-in-One will oil right the delicate action parts of any gun on earth. Make the action work swiftly—surely. 3-in-One cleans barrel inside and out. Polishes stock. Also makes rust and tarnish impossible, as it sinks into the very pores of the metal, forming a delicate coating that defies corroding effect of dampness. Can't gum or dry out. Prevents lead-pitting. Contains no acid.

The biggest gun makers—all of them—use 3-in-One and recommend its use for every gun they send out.

8 oz. bottle 50 cts.; 3 oz., 25 cts.; trial size, 10 cts. All stores. Send for generous FREE SAMPLE this very minute.

3-IN-ONE OIL CO.  
12 Broadway New York



## MR. MANUFACTURER

## A Man to Increase Your Sales through Dealer-Co-Operation

Co-operation sells goods. Out of co-operation comes the good will of the dealer. Out of the dealer's good will comes an increase of your sales. Do you want a man to increase your sales by dealer co-operation methods? A man who can by dealer co-operative window display used in conjunction with live wire copy increase your sales throughout your whole territory. Then expand.

Are your goods your dealer's favorite, or is he selling six or seven other varieties without preference? Here's the answer: If interested, a personal interview can be arranged which may be mutually advantageous. Address

## "DEALER CO-OPERATION"

care of Printers' Ink

## Wanted —a man

Who knows men  
A little bit about writing  
plain, forceful English  
A whole lot about human  
nature.

Who studies his audience  
Forgets what he knows  
about advertising theory.  
Gets outside himself and  
presents an argument from  
the purchaser's standpoint.

Who is not a copyist but  
a constructionist.  
Such a man we would like  
to have write us fully.

**Tracy, Parry & Stewart**

Advertising  
Lafayette Building, Philadelphia

## Automobile Dealers and Owners

in the prosperous Western  
States of Minnesota, North and  
South Dakota, Iowa, Wisconsin,  
Montana and Idaho, are staunch  
supporters of the

## AUTO CLIPPER

a magazine of practical informa-  
tion on Motoring on land, water  
and in the air. Established 1907,  
and still growing. Detailed  
sworn statement, rates and  
sample copies gladly sent to in-  
terested advertisers.

### THE AUTO CLIPPER

The Little Magazine with the  
Big Circulation.  
Minneapolis, Minn.

### "LIBRARY OF ADVERTISING" REACHES SIXTH VOLUME

Volumes four, five and six of the  
"Library of Advertising," edited by  
A. P. Johnson, Advertising Manager  
of the Chicago *Record-Herald*, are off  
the press. The subject-matter of the  
three volumes includes Methods of  
Selling Advertising and Advertised  
Goods, a discussion of Trade-Marks,  
Agencies, and Advertising Depart-  
ment Systems, with an entire volume  
on Advertising Different Lines of Busi-  
ness. There is also a discussion of  
Outdoor Advertising. The books are  
illustrated with actual advertisements.

The mechanical make-up is excellent,  
but a curious error credits the famous  
Walter Baker Chocolate Girl to Van  
Houten's Cocoa. The "test-questions"  
which occupy the last few pages of  
each volume will be useful to give the  
novice a general knowledge of the sub-  
ject, since they point out the most  
important things to remember.

The books should prove very useful  
to the man with brains enough to  
realize that he cannot advertise his  
business by rule of thumb, and the  
man who wants to get a general knowl-  
edge of advertising possibilities will  
find it here. The publisher is the Cree  
Publishing Company, of Chicago.

### HELPING THE EDITOR TO MAKE GOOD

FRANKLIN TRUST COMPANY,  
BROOKLYN, N. Y., Oct. 17, 1911.

Editor of PRINTERS' INK:

I have pleasure in sending you with  
this my check covering my subscription  
for next year.

Though not having time to read the  
book through from cover to cover, I  
may say that I much enjoy reading it  
and as a matter of fact consider that  
Messrs. N. W. Ayer & Son's weekly  
announcement on your front cover is  
alone worth the price of admission.

J. HERBERT CASE

### NEW ORGANIZATION OF "AUTO REVIEW"

Jas. S. Arthur is president and gen-  
eral manager of the *Auto Review*, of  
St. Louis. He was for three years  
with the promotion department of the  
Lewis enterprises at University City,  
St. Louis. Robert E. Lee, manager of the  
*Auto Review* for the previous stock-  
holders, is now managing editor.

### TREFZ GOES WITH CUSACK

Edward F. Trefz, formerly advertis-  
ing counselor of the Associated Bill  
Posters, is now manager of the promo-  
tion department of the Thomas Cusack  
Company, Chicago, national sales rep-  
resentative of the Painted Display Ad-  
vertising Association of the United  
States and Canada.

J. Carr Williams has resigned from  
the presidency of the Willits-Carr  
Printing Company of Philadelphia, and  
joined the advertising staff of Dono-  
van and Armstrong.

### Advertising Novelties and Specialties

The key rings with identification numbers which have been used by so many advertisers now have a companion novelty in an identification "tight wad." This is of leather and will hold a good-sized roll of bills. When folded it measures two by four inches. The button clasp is rather large and gives the distributor's name and address with the information that the owner can be reached through the number printed on the button.

An idea so simple that one wonders why it has not been used more extensively is the plan of utilizing children's writing tablets to secure advertising space. Several concerns are now doing this, as the demand among school children for these is very large, and the coated covers of the tablets permit excellent color work.

There seems to be a good opportunity for painted display advertising in a new way in connection with direction sign posts erected at crossroads in various parts of the country. A Western concern is selling space on triangular boardings, set on standards with room for twelve signs, each about the size of a car card. At the top are the names of the various places to which the roads lead and the respective distances.

Confectioners and druggists are displaying in their windows good-sized reversible metal signs for the Walter M. Lowney Company. The signs, which are the sidearm kind, are attached to the framework of the windows and show a cut-out figure of a girl invitingly offering a box of Lowney's.

The American Tobacco Company, after a number of years, has gone back to the use of buttons as advertising novelties for distribution with its cigarettes. At least for the present, these will be confined to "Sweet Caporal" cigarettes. Photographs of prominent ball players, actresses, etc., will be reproduced. The initial order calls for approximately six and one-half million buttons.

A neat little "housewife" with needles, pins, thread of different kinds and court plaster, is being put out by some advertisers through their dealers. The cases are hinged and open much the same as the common match safe. On the outside is a raised frame in which the card of the distributor is placed.

## PHYSICAL CULTURE

is essentially a home magazine. Ninety per cent of its circulation goes into homes of the very highest character. It supplies these homes with life-saving, health-giving knowledge. It is a power for good—therein lies its strength as an advertising medium.

New York Office: 1 Madison Avenue  
O. J. Elder, Manager.

Chicago Office: Peoples Gas Building  
W. J. Macdonald, Manager

### Quality Circulation Brings Returns

#### Have you the Right Display for your Magazine?

I have men in New York, Chicago, Philadelphia, Boston, Cleveland, Toledo, Detroit, Milwaukee, Kansas City and most of the large Cities.

These men are trained to make the best window display for a magazine and see that it stays up all the time.

Is your Magazine in all News-dealers' Windows? My men will see that it is.

The price for this work is lower than you have paid before.

Full reports will be sent you each month on all Cities.

#### Display Your Magazine

Write to-day giving name of Cities you would like your magazine pushed, I will quote you.

**W. H. DODGE**

**501 SO. LA SALLE STREET  
CHICAGO**

## HEARN WITH ABBOTT &amp; BRIGGS

Alfred S. Hearn, for many years in various branches of the advertising and publishing business, has become business manager of the Abbott & Briggs Company, New York, general manager of the *Monthly Magazine Section* and the *Family Magazine Section*.

## ROCHESTER

is known as the home of thousands of prosperous, well-to-do Germans. These people are in the market for

## AUTOMOBILES

Place the advantages of your machines before them in the columns of their favorite newspaper, the

**Daily Abendpost**

(Consolidated German Dailies of Rochester)

Rochester's German Population  
Numbers 60,000.

## Agency Men!

**W**ANTED—A manager for a New York office. If you are looking for advancement and can bring business, an exceptionally liberal proposition will be made. All communications strictly confidential. Address "PROMPTU," care PRINTERS' INK.

Money Saving  
Suggestions

Guaranteed annual saving of twenty-five to forty per cent. in premiums on personal protective life policies. This is not Term Insurance. Contracts issued by the strongest Life insurance Company in America.

Before Closing any Life Insurance contract (personal, partnership or corporation) consult us.

J. A. Steele, Winthrop Steele,  
170 Broadway, New York

MAGAZINES CANNOT RESTRAIN  
POST-OFFICE THROUGH COURT

Judge Ward, in the United States Circuit Court, New York, refused on October 21 the application of the American Review of Reviews Company to restrain Postmaster-General Hitchcock and Postmaster Morgan from sending the *Review of Reviews* over a certain section of the country by fast freight. The courts have no authority over executive discretion, he holds, and the only recourse of the magazine company is to obtain relief from the President of the United States, if necessary, by impeachment.

Reviewing the contentions of the Government, Judge Ward sets forth that the charge for the transportation of second-class mail is two cents a pound, whereas its average cost is eight cents, and in the case of matter sent from New York to Western places is very much more.

The reason for the discrimination between different classes of second-class mail is that it costs more to transport monthly and semi-monthly periodicals than weekly and semi-weekly, as the average haul of the monthly is 1,048 miles, of the weekly, 507 miles, and of the daily, 271 miles.

He points out that by the change in method of transportation the Government hopes to save \$1,400,000 this year, and within the next three years \$3,000,000 a year, and that there are 1,700 periodicals affected by the Postmaster-General's order.

Taking up the question of discrimination in favor of the rivals of the *American Review of Reviews*, he says that the Postmaster-General cannot exclude second-class mail matter which is really second-class mail matter, and cannot charge more than the legal rate for it, but in this case the complainant's mail matter is carried as second-class matter at the regular rates.

"The order requiring it to be transported in the Third Contract Section by fast freight," concludes Judge Ward, "instead of by fast mail seems to me reasonable. If the Postmaster-General unfairly and from an improper motive were to relax the order as to certain periodicals, which is the intimation, no court could be expected to correct this unfairness by striking a reasonable order down, and likewise it would be no ground for securing to the complainant an improper exemption that some one else had been given it."

## A 52 TO 1 SHOT

PEDEN IRON & STEEL CO.

HOUSTON, TEX., October 12, 1911.

Editor of PRINTERS' INK:

Enclosed find voucher for \$2.00 in renewal for subscription to PRINTERS' INK for one year. The writer cannot give any suggestions for the betterment of PRINTERS' INK. From his view-point it would appear impossible to make it a more interesting periodical than it is. Each number is worth to the writer as much as a year's subscription costs.

R. A. STACY,  
Advertising Manager.

# A CURIOUS ARGUMENT

FLORENCE, MASS., Oct. 18, 1911.

Editor of PRINTERS' INK:

Here is something that strikes me as being rather funny. In the current magazine advertisement of a piano player I read:

"If you only had a player piano—*an —, for instance!* Then, *instead of thumbing over magazine ads, for lack of something better to do*, you could be enjoying the best kind of piano music, etc."

In other words, the manufacturers of this piano player say: "Be sure to read my advertisement, buy my piano player, then shut up your magazines, don't read the advertisements any more, because they won't do you any good if you do."

Those words in italics, "*instead of thumbing over magazine ads, for lack of something better to do*," are rather rich to my notion.

LEWIS E. KINGMAN,  
Advertising Manager,  
Prophylactic Tooth Brush.

# ATCHISON'S ADVERTISING EXPENDITURE

The sixteenth annual report of the Atchison, Topeka & Santa Fe Railroad, just issued, shows under the head of "traffic expenses" these two items charged to advertising account: 1910, \$415,768; 1911, \$422,088. It is the custom among railroads to charge many things to advertising that would not be so considered in an ordinary commercial business.

# WOMEN WIELD STRONG INFLUENCE

In addressing the first fall meeting of the Rockford, Ill., Ad Club, October 12, H. Walton Heegstra, advertising manager of the John V. Farwell Company, of Chicago, said, among other things, that women influence about seventy-five per cent of all purchases.

# Apartment Dwellers Buy Nothing But RENT RECEIPTS

There are 100 families, let us say, in an apartment house. Most of them read the "Big Circulation" Magazine. But they are not in a position to give your advertisement serious attention—for they are only lessees. They cannot so much as decide what kind of varnish shall be used on their floors, or whether their walls shall be covered with paint, paper or burlap. Unless you are in the business of selling rent receipts at a discount you cannot interest them.

# The Apartment House

Reaches the ARCHITECT, OWNER, BUILDER, MANAGER

These four men specify, buy, pay for, and maintain, the homes of these hundred families—and of many more besides. They are the men to whom your advertising appeal must be made, if you are selling anything which enters into the construction, equipment or maintenance of apartment houses.

If you want to place your sales talk before these four men who have the say, write us for sample copy and rate card

THE APARTMENT HOUSE, 440 SOUTH DEARBORN ST., CHICAGO

1847 ROGERS BROS. X S

"Silver Plate that Wins"  
The famous trade mark  
"1847 ROGERS BROS." guaran-  
tees the *best* triple plate.

Catalogue "P"  
shows all designs

AMERICAN BRITANNIA CO.  
(International Silver Co., Successor)

MERIDEN, CONN.

NEW YORK CHICAGO SAN FRANCISCO





## The Little Schoolmaster's Classroom

The Schoolmaster is delighted to learn that his little hobby—that of personally doing something toward the checking of objectionable advertising—is also the hobby of others, and that a number of the readers of *PRINTERS' INK* are ready to help along any plan of rational, dignified, persistent protest against such advertising.

The readers of *PRINTERS' INK* are familiar with what leading publishers, principally in the magazine field, have done toward advertising reform. A great deal has been done by the publishers. And various advertisers have helped by refusing to buy space in publications that run all sorts of fraudulent or otherwise objectionable copy. Knox, of gelatine fame, and others have done their part well. And still other advertisers have helped by protesting vigorously when their advertisements have been placed close to those of much lower standards.

The Schoolmaster is of the opinion that the greatest of all influences will be the protest of an enlightened public. The great American public is learning slowly but surely that the publisher who inserts unclean or dishonest advertising in his columns, who takes advantage of the relation between himself and his subscriber to assist the fakir and the twilight-zone sharper to defraud the trusting, is a party to the shady transaction.

The handwriting is on the wall. The well-to-do publisher whose skin is thick and the struggling publisher who is ashamed but feels that he must accept the business of Dr. Foolem and the Hole-in-the-Ground Mining Company in order to pay bills may hold out against the tide of public opinion for a while longer, but in the end both will have to yield.

The Schoolmaster begs leave to offer a suggestion to some one of the popular magazines: that it lend its good offices to the formation of an advertising reform league. It isn't necessary to have much of an organization, but if fifty or a hundred thousand people will pledge themselves to send a protest when they see objectionable advertising a great deal can be quickly accomplished. A slip with something like the following matter on it would do in cases where members of the league would not care to write letters:

The leading advertisers of America have put themselves squarely on record in favor of clean, honest advertising. You are earnestly asked to consider the question of keeping such advertisements as the attached out of your publication.

There is nothing personal about such a protest. It is dignified and earnest, but a publisher who received several dozen would probably have a little talk with his circulation man.

In the meantime, advertising men can help to put their profession or business—whichever they are pleased to call it—on a little higher plane by taking a square stand for clean, honest advertising and influencing others to do so. If the house-cleaning is from within, it will be creditable to us. A firm, persistent attitude on the part of a few thousand advertising men won't immediately deal objectionable advertising the solar plexus blow, but such work will have a salutary effect.

The question is, are we advertising men really in earnest about stopping objectionable advertising, or does our reform spirit consist merely of a little oratorical fireworks at conventions? We can show the American public that we believe in square advertising, if we will; and we can greatly increase the power of square advertising by lending our



aid to stamp out the other kind.

The suggestion of Arnold G. Bailey that spontaneous letters will do more good than stock protests is good. For years a number of advertising men have taken the trouble to write to publishers and city officials about offensive advertisements. May their tribe increase!

\* \* \*

That was certainly a unique advertisement put out recently by Berry Bros. that showed the advertiser's corrections and suggestions on the agency's proof, but as there was no explanation of the fact that the criticisms were the advertiser's remarks to the agency, the Schoolmaster wonders how large a part of the general public understood. It has been the Schoolmaster's observation that most of the public at large think that the advertiser prepares his own advertising. Is it a good plan, therefore, to let everybody know that these nice things about the advertiser's goods are written by some one else who occasionally oversteps the mark, or to create the impression that the publisher is the critic, or to leave the whole thing in mystery? It is a mighty good plan to get away from our advertising circle point of view and look at advertisements from the point of view of Mr. Average American.

#### TO DEVELOP FARGO AND NORTH DAKOTA

A big boosters' banquet was given October 10 by the Commercial Club of Fargo, N. D., to 500 invited guests. Hugh Chalmers, of Detroit, Mich., made the speech of the evening and upon its conclusion the *Courier-News* placed in the hands of those present an eight-page special booster edition containing the evening's programme in full, the address of Mr. Chalmers, several fine special articles relative to Fargo and North Dakota and other matter especially interesting upon such an occasion.

The banquet was the first step in a movement which will be state-wide in its effect, looking toward the development of Fargo and North Dakota and was considered a very important step by all of those who presided.

Edw-Edz

Celluloid

#### Offer Your Particular Trade Better Guide Cards—Fewer of Them Celluloid Tipped Guides

will outwear six or more sets of ordinary unreinforced guides. Your customer dispenses with the annoyance of constantly replacing dog-eared sets. He will remember the store that solved the vexing little problem of giving his Card Index File the well kept appearance it should have. Write for samples.

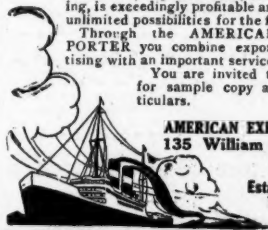
STANDARD INDEX CARD CO.  
701 to 709 Arch Street, Philadelphia

### Are You Developing Your Export Markets?

There is not a more important part of a manufacturer's business than his Foreign Trade. It offers a means of relief from quiet domestic conditions, responds readily to advertising, is exceedingly profitable and offers unlimited possibilities for the future.

Through the AMERICAN EXPORTER you combine export advertising with an important service.

You are invited to write for sample copy and particulars.



AMERICAN EXPORTER  
135 William Street

N. Y.  
Established  
1877

We Help

you make your form letters better and more forceful, we help put selling strength into your catalog—we help all along the line in vitalizing, improving and intensifying whatever advertising you do. Write us.

The Hall-Taylor Co.

21 Broadway Building  
Minneapolis



### German Families are Large

and large families are large consumers. Think what a quantity of goods the 140,000 or more German families consume that you reach by advertising with us. Rate, \$50. flat. Why not let us run your ad in the

Lincoln Freie Presse

LINCOLN, NEB.

## Classified Advertisements

Classified advertisements in "Printers' Ink" cost twenty cents an agate line for each insertion. Count six words to line. No order for one time insertion accepted for less than one dollar. No advertisement can exceed 28 lines. Cash must accompany order.

### ADDRESSING MACHINES

**THE WALLACE STENCIL ADDRESSING MACHINE** is used by the largest publishers throughout the country and is the only one cleansing the stencil immediately after the imprint is made. We also call attention to our new flat platen typewriter. We manufacture stencils to fit all makes of stencil addressing machines. Addressing done at low rates. Write for prices and circulars before ordering elsewhere. **WALLACE & CO., 29 Murray St., New York City.**

### ADVERTISING AGENCIES

**H. W. KASTOR & SONS ADVERTISING CO.,** Equitable Building, St. Louis, Mo.

**ALBERT FRANK & CO.,** 26 Beaver St., N. Y. General Advertising Agents. Established 1872. Special facilities for placing advertisements by telegraph to all parts of the United States and by cable to all foreign countries.

### In Cuba and the West Indies

#### THE Beers Advertising Agency

is the one to consult

**THEY ARE ON THE SPOT**  
YOU know what that means!

37 Cuba Street, Alkos (Upstairs) Havana, Cuba  
CHAS. H. FULLER Co., Chicago, Ill., Corr.

### The African Journal of Commerce The Japanese Journal of Commerce The Chinese Journal of Commerce

These three periodicals are the best advertising mediums for reaching the most important importing firms of Africa, China and Japan.

Sole Representatives for the United States  
**UNIVERSAL PUBLICITY COMPANY**  
Monolith Building, New York City

### ADVERTISING ARTISTS

**C. MAYBELL**—Advertising Cartoons, Pictorial Eye-Catchers, Original Ideas—Sketches Submitted. 635 W. 110th St., New York.

### ADVERTISING MEDIA

**THE GREENSBORO DAILY NEWS,** Greensboro, N. C., has bought the Greensboro Telegram, one of the oldest papers in the State, and the latter has been consolidated with the News. Circulation of the consolidated papers, 8,000.

**THE APARTMENT HOUSE** reaches owners, architects, builders, managers. Interests them, too! Get ratecard. 440 S. Dearborn, Chicago.

**THE TEXTILE MANUFACTURER,** Charlotte, N. C., covers the South thoroughly, and reaches the buyers of machinery and supplies.

The circulation of the New York *World*, morning edition, exceeds that of any other morning newspaper in America by more than 150,000 copies per day.



Do you wish to reach the coal mine operator, mine superintendent, and purchasing agent? Give the Black Diamond a "keyed" ad and note results. Age, Prestige and Circulation are worth paying for in an advertising medium. You get all three when you advertise in **THE BLACK DIAMOND**, for twenty-five years the coal trade's leading journal. 29 Broadway, New York; Manhattan Building, Chicago.

### AD WRITERS

**Advertising Man — Originator** of ORIGINAL IDEAS, worker of words, which will work for you; writer of order pulling copy inspired by 20 years' practical selling success, personal appeal expert, any problem, open for part time or special work. Write **DE FABRY**, Marbridge Building, New York.

### BUSINESS GOING OUT

**IF YOUR CIRCULATION REACHES** Southern rural districts, write us. We have orders to place. Box 44, Jacksonville, Florida.

### BUSINESS OPPORTUNITIES

**ADVERTISING THINGS** for the hard to please. **FRANCIS I. MAULE**, 401 Sansom Street, Philadelphia.

**WRITE** circular letters, booklets and catalogues. Moderate charges. High class services. **JOHNSON, 1444 Monadnock Bldg, Chicago.**

**MAIL DEALERS**—Write for our 25 Big Propositions. All new. No competition. Make 66 cents profit on every dollar order. A few leaders sent free! Complete outfit 10c. Mail Dealers Wholesale House, 442 Franklin Building, Chicago, Ill.

**COIN CARDS**

**Mr. Circulation Manager**

Your coin cards are all ready to be printed as soon as we receive your copy. You need them, and delays are dangerous. The effort you are planning to send out next week may be saved from failure by the use of **WINTHROP COIN CARDS**. You inclose a return envelope to make answering easy. Why not a coin card to make remitting easy also? And if coin cards—the best—**WINTHROP COIN CARDS**—of course. Will carry any amount up to one dollar and seventy cents. Prices based on quantity, and quoted on application. Send us your name and a sample copy of your publication and get our prices and valuable circulation ideas.

**THE WINTHROP PRESS**  
Coin Card Department  
60 Murray Street New York, N. Y.

**ENGRAVING**

**PERFECT** copper half-tones, 1 col., \$1; larger 10c. per in. **THE YOUNGSTOWN AKC ENGRAVING CO**, Youngstown, Ohio.

**FINANCIAL**

**FREE—"Investing for Profit"**

Magazine. Send me your name and I will mail you this magazine absolutely FREE. Before you invest a dollar anywhere—get this magazine—it is worth \$10 a copy to any man who intends to invest \$5 or more per month. Tells you how \$1,000 can grow to \$22,000—how to judge different classes of investments, the Real Earning Power of your money. This magazine 6 months Free if you write to-day. **H. L. BARBER, Publisher. R 448, 28 West Jackson Boulevard, Chicago.**

**FOR SALE**

**FOR SALE**—part or the late equipment of *The Oklahoma City Pointer*. Battle Creek Duplex, tubular, sixteen-page press, with full stereotyping equipment; nearly new, splendid machine, runs like a sewing machine. One Potter, eight-page press, with stereotyping equipment, old but capable of doing good work. A fine assortment of advertising type, galleys, brasses, etc. Will be sold at reasonable figures. Address **PUBLISHER OF TIMES, Oklahoma City, Okla.**

**HELP WANTED**

**EXPERIENCED MANAGER & FOREMAN** wanted for large printing establishment. Must give name of present employer, together with references and other details. Answers considered confidential. **"C. A. C.," Printers' Ink.**

**WANTED**—Young man or woman to take charge of checking department of a large agency. State experience, salary expected and full particulars. Permanent position to right party. Address Box "A. A. A.," care of **Printers' Ink.**

**POSITIONS OPEN** in all departments of advertising, publishing and printing houses, East, South and West. High grade service. Registration free. Terms moderate. Established 1898. No branch offices. **FERNALD'S NEWSPAPER MEN'S EXCHANGE**, Springfield, Mass.

**Sales and Advertising Manager**

of good address, who has had experience with first class concerns, to solicit orders for new and effective method of circularizing. Unlimited field. Liberal commission. State full particulars. **"ART STUDIO,"** care **Printers' Ink.**

**WANTED**—Drug Specialty Sales Manager for a reliable established house selling drug trade exclusively. Experience required in handling salesmen and customers by mail. Big field. Splendid opportunity for a producer. Give full particulars of past experience, present position and age, in confidence. Address **"MANUFACTURER," 418 The Rookery, Chicago.**

**Advertising Writers and Managers**

wanted for Dry Goods and Department Stores. The retail dry goods trade affords the widest and, in many respects, most lucrative field for advertising workers. The Dry Goods Economist is the National Department Store Weekly Newspaper, and its "want page" is the logical medium for connecting employer and employee. Copy of "want" page free on request. Classified Advertising Department, **Dry Goods Economist, 231 W. 39th St., N.Y.**

**MAIL LISTS.**

**MAIL LISTS** composed by hand from real foundry type, two cents per line. Empire Type Foundry, Buffalo, N. Y.

**MISCELLANEOUS**

**MANUFACTURERS** looking for high grade advertising men and advertising men in search of better positions, will find in the classified department of **PRINTERS' INK** a certain means of getting in touch with "live" prospects. Advertisements in this department cost 20c per line, figuring 6 words to a line and 14 lines to the inch. No smaller copy than five lines, costing \$1.00, accepted for a one-time insertion. **PRINTERS' INK PUBLISHING CO., 12 W. 31st St., New York City.**

**NAMES FOR SALE**

**NAMES FOR SALE**  
Names of about one thousand heads of families who have sent us within past year 10c. for sample of California honey, fruits, etc. Typewritten 25c. per 100 for any or all. **SPENCER APIARIES CO., Nordhoff, Cal.**

## POSITIONS WANTED

**ADVERTISING** man, writing snappy, interesting, pulling style of copy, and expert at attractive layouts, is open for engagement; any location. Moderate salary to start. "COPY," 2550 Seventh Avenue, New York.

**ADVERTISING** and Business Manager, essentials requisite to originate, plan, lay-out and execute. Smart creations in Trade Names and Copyrights. Knowledge of principles underlying profitable publicity. Also legal experience. Wants connection. "Walsingham," Printers' Ink

## Do You Want Me?

For solicitor-copyman-agency work—advertising manager or assistant. I've had an advertising training that will appeal to you. All I want is a chance to present my case in person. Address "ABELES," care of Printers' Ink.

## Advertising Manager

or assistant. Thorough schooling in advertising department of one of New York's best known manufacturing firms, plus publishing experience. Capable all-around man with special knowledge of the hardware business and trade papers in general. Strong on copy. "L.A.C.," Printers' Ink.

## Business Getter for Someone

Advertising Manager wants change. Writes "Human Interest" copy—knows type, paper, engraving, etc. Good man for shoe, clothing, dry goods, machinery or agency proposition. Salary low if there's a future. "MARSH," care of Printers' Ink.

## COPY THAT'S GOOD

American, college graduate, 26, has proven he can write selling copy, wants to do it for agency, magazine, country daily or other concern handling miscellaneous advertising. Fair knowledge of type, printing and engraving, but doesn't "know it all." Knows how to meet men and can solicit if necessary. Address "G. J. B.," care of Printers' Ink.

Advertising Agency  
or Department

**MY EXPERIENCE** with printed matter for advertising purposes, including cost values, embraces the original idea and layout, art work and engraving, paper buying and printing. I can supervise a catalog or booklet through its different stages from conception to consumption. Can you use a man with such experience and the necessary executive ability to apply it effectively and judiciously? Box 368, care of Printers' Ink.

## AD. WRITER

The ads I wrote for a former well-known business house were the talk of New York. My terse, snappy, logical arguments carried conviction. Printers' Ink said: "Good Work!" William C. Freeman said: "Ditto!" If you need a real salesman—I'm the man! I once sold goods "on the road"; and know how to talk to sell things "on paper"; 12 years at it; 6 years with one firm. My experience covers many subjects. Very strong on clothing copy. My "follow up" letters bring trade. Winner of several contests. All references. Clean character. Age 37, married. When shall I call with sample ads? Address "WELL KNOWN," 22 Vesey St., N. Y., Room 802, care Mr. Fawcett.

## Advertising Solicitor

with splendid Trade Journal record desires position on journal circulating in larger field. Fine personality, absolute integrity, highest references. "ENERGETIC," care of Printers' Ink.

## CAN WE GET TOGETHER?

TO PUBLISHERS:

There is a daily newspaper somewhere that wants more circulation and a larger revenue from advertising. If you have the newspaper in the right field, I have the cash to buy an interest, and would put my whole soul into the development of the property. Publishers say that my work produces results and that I am a valuable man on the business and promotion ends. For several years I have been broadening my experience by doing special promotion work on many of the leading daily newspapers of the United States and Canada. Now I want to stop roaming, make a home and apply the experience I have gained to building up a newspaper. A strictly salary proposition would possibly interest me. My past record is a convincing one. All answers will be received in confidence. FRANK S. ADAMS, care of the Sun, Indianapolis, Ind.

Advertising Manager  
of Proved Ability

Broad, successful experience in agency work and as advertising manager for national advertiser.

Keen analyst of merchandising problems; formulator of effective selling plans; writer of business-bringing copy; possessor of executive ability, energy, initiative and enthusiasm—tempered by sound judgment.

Permanently employed, but seeks wider field. Age 30. Present salary, \$3,120.

Convincing proof of qualifications furnished. My record will bear the closest investigation.

"X. X. X.," care of Printers' Ink.

## PRESS CLIPPINGS

**MANHATTAN** Press Clipping Bureau, Arthur Cassot, Prop., supplies the best service of clippings from all papers, on any trade and industry. Write for terms 334 Fifth Ave., New York City.

**ROMEIKE'S PRESS CLIPPING BUREAU**, 106-110 Seventh Avenue, New York City, sends newspaper clippings on any subject in which you may be interested. Most reliable Bureau. Write for circular and terms.

## PUBLISHING BUSINESS OPPORTUNITIES

**SEE HARRIS-DIBBLE CO.** for PUBLISHING BUSINESS OPPORTUNITIES. Phone 4383 Gramercy, 46 W. 24th St., New York.

## TYPE AND PRINTERS' SUPPLIES.

**BEST TYPE IN THE WORLD**, all sizes, 6 to 72 point, 35c a pound. Not in the Trust. Complete printing plants furnished. Empire Type Foundry, Buffalo, N. Y.

# ROLL OF HONOR

Advertisements under this caption are accepted from publishers who have sent PRINTERS' INK a detailed statement showing the total number of perfect copies printed for every issue for one year. These statements are on file and will be shown to any advertiser.



PRINTERS' INK's Guarantee Star means that the publishers' statement of circulation in the following pages, used in connection with the Star, is guaranteed to be absolutely correct by Printers' Ink Publishing Company who will pay \$100 to the first person who successfully controverts its accuracy.

## ALABAMA

Birmingham, *Ledger*, dy. Average for 1910, 23,618. Best advertising medium in Alabama. Montgomery, *Advertiser*, net average Feb., 1911, 18,310 dy; 23,194 Sun. Guarantees daily 3 times, and Sun. 4 times the net paid circulation of any other Montgomery newspaper.

## COLORADO

Denver, *Times*. Second in circulation in the city. Daily average, July 1st, 1910, June 30, 1911, 26,822.

## CONNECTICUT

Meriden, *Journal*, evening. Actual average for 1909, 7,739; average for 1910, 7,801. Meriden, *Morning Record & Republican*. Daily aver. 1909, 7,739; 1910, 7,873. New Haven, *Evening Register*, daily. Aver. for 1910 (sworn) 19,098 daily 2c.; Sunday, 14,788, 5c. New London, *Day*, ev'g. Av.'10, 6,622. 1st 6 mos. '11, 7,096; double all other local papers combin'd. New Haven, *Union*. Largest paid circulation. Average for 1910, 17,367. Paper non-returnable. Norwalk, *Evening Hour*. Average circulation 1909, 5,627. Carries half page of wants. Waterbury, *Republican*. Examined by A. A. regularly. 1910, Daily, 7,217; Sunday, 7,730.

## DISTRICT OF COLUMBIA

Washington, *Evening Star*, daily and Sunday. Daily aver., 1st 6 mos. 1911—68,326 (©©).

## FLORIDA

Jacksonville, *Metropolis*, Dy.'10, 13,761; Dec., '10, 14,689. E. Katz Sp. A. A., N. Y. and Chicago.

## ILLINOIS

Chicago *Examiner*, average 1910, Sunday 624,607, Daily 210,657, net paid. The Daily *Examiner's* wonderful growth in circulation and advertising forced all the three Chicago papers to cut their price to one cent.

The Sunday *Examiner* SELLS more newspapers every Sunday than all the other Chicago Sunday newspapers PRINT.

The absolute correctness of the latest circulation rating accorded the Chicago *Examiner* is guaranteed by the Printers' Ink Publishing Company, who will pay one hundred dollars to the first person who will successfully controvert its accuracy.

Champaign, *News*. Leading paper in held Average year 1910, 8,164. Joliet, *Herald*, evening and Sunday morning. Aver. year ending June 30, 1911, 8,229. Peoria, *Evening Star*. Circulation for 1910, 21,145.

## INDIANA

South Bend, *Tribune*. Sworn average Sept., 1911, 12,890. Best in Northern Indiana.

## IOWA

Burlington, *Hawkeye*, daily. Average 1910, 9,404. "All paid in advance." Des Moines, *Register & Leader* (av.'10), 38,643. *Evening Tribune*, 19,103 (same ownership). Combined circulation 68,766—35% larger than any other Iowa paper. Supreme in want ad held Dubuque, *Times-Journal*, morn. and eve. Pd. in advance July 20, 1910; dy. 9,022; Sun. 11,496. Washington, *Eve. Journal*. Only daily in county. 1,913 subscribers. All good people. Waterloo, *Evening Courier*, 53rd year; net av. June, '10-July, '11, 7,098. Waterloo pop., 27,000.

## KENTUCKY

Lexington, *Herald*. Average 1910, 8,919. "When you advertise in *Lexington Herald*, you cover Central Kentucky."

Louisville, *Courier-Journal*. Average 1910, daily, 22,304. Sunday, 46,249.

Louisville, *The Times*, evening daily, average for 1910 net paid 48,834.

## MAINE

Augusta, *Kennebec Journal*, daily average 1910, 9,519. Largest and best cir. in Cent. Me. Bangor, *Commercial*. Average for 1910, daily 10,199.

Lewiston, *Sun*. Daily average first 6 mos. of 1911, 8,662. Largest R. F. D. circulation.

Portland, *Evening Express*. Average for 1910, daily 16,936. Sunday *Telegram*, 11,265.

## MARYLAND

Baltimore, *American*. Daily aver. year 1910, 80,266; Sun., 104,902. No return privilege.

Baltimore, *News*, daily. News Publishing Company. Average 1910, 22,408. For Sept. 1911, 22,045.

The absolute correctness of the latest circulation rating accorded the *News* is guaranteed by the Printers' Ink Publishing Company who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## MASSACHUSETTS

Boston, *Evening Transcript* (©©). Boston's tea table paper. Largest amount of week day ad.



**Boston, Globe.** Average circulation.

Daily (2 cents a copy)

1910, 183,730—Dec. av., 183,643.

Sunday

1910, 331,878—Dec. av., 330,717.

Advertising totals: 1910, 7,922,108 lines

Gain, 1910, 586,831 lines

2,394,103 more lines than any other Boston paper published.

Advertisements go in morning and afternoon editions for one price.

The above totals include all kinds of advertising from the big department store to the smallest "want" ad. They are not selected from any favorable month, but comprise the totals from January 1, 1910, to December 31, 1910.



**Boston, Daily Post.** Greatest Sept. of the Boston Post. Circulation averages: *Daily Post*, 363,606, gain of 15,087 copies per day over Sept., 1910. *Sunday Post*, 292,500, gain of 27,856 copies per Sunday over Sept., 1910.

**Lawrence, Telegram,** evening, 1910 av. 8,543. Best paper and largest circulation in its field.

**Lynn, Evening Item.** Daily sworn av. 1908, 16,396; 1909, 16,539; 1910, 16,562. Two cents. Lynn's family paper. Covers field thoroughly.

**Salem, Evening News.** Actual daily average for 1910, 18,763.

**Worcester, Gazette,** evening. Av. Jan. to June, '11, 18,880. The "Home" paper. Largest ev'g circ.

### MICHIGAN

**Detroit, Michigan Farmer.** Michigan's only farm weekly. Guaranteed circulation 80,000.

★ **Jackson, Patriot,** Aver. year, 1910, daily 10,730; Sunday 11,619. Greatest circulation.

### MINNESOTA

**Minneapolis, Farmers' Tribune,** twice-a-week. W. J. Murphy, publisher. Aver. for year ending December 31, 1910, 23,113.

**Minneapolis, Farm, Stock and Home,** semi-monthly. Actual average for year ending Dec. 31, 1910, 103,350.

The absolute accuracy of *Farm, Stock & Home's* circulating rating is guaranteed by the Printers' Ink Publishing Company. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Montana, Western Wisconsin and Northern Iowa. Use it to reach this section most profitably.

**Minneapolis, Journal,** Daily

and Sunday (☉☉). In 1910 average daily circulation evening only, 77,348.

In 1910 average Sunday circulation, 80,665.

Daily average circulation for September, 1911, evening only, 79,078.

Average Sunday circulation for Sept., 1911, 81,867.

(Jan. 1, 1908, subscription rates were raised from \$1.50 to \$2.00 per year cash in advance.

The Journal's circulation is absolutely

guaranteed by the Printers' Ink Publishing Company. It

goes into more homes than

any other paper in its field.



### CIRCULATION



by Printers' Ink Publishing Company

**Minneapolis, Tribune,** W. J. Murphy, publisher. Established 1867. Oldest Minneapolis daily. Average circulation of daily *Tribune* for year ending Dec. 31, 1910, 91,380. Average circulation of *Sunday Tribune* for same period, 61,933.

### MISSOURI

**St. Louis, National Farmer and Stock Grower.** Mo. Actual average for 1910, 135,109.

### NEBRASKA

**Lincoln, Deutsch-American Farmer** weekly 140,321 for year ending Dec. 31, 1910.

**Lincoln, Press,** weekly. Average year ending Dec. 31, 1910, 141,048.

### NEW JERSEY

**Camden, Daily Courier,** covers Southern N. J. 9,465 average—Oct., 1910, to September, 1911.

**Camden, Post-Telegram.** 9,433 sworn average for 1910. Camden's oldest and best daily.

**Newark, Evening News.** Largest circulation of any newspaper in New Jersey.

**Trenton, Evening Times.** 10-'07, 20,370; '08, 21,326; '09, 19,063; '10, 19,338; 1st quarter, '11, 20,126.

### NEW YORK

**Albany, Evening Journal.** Daily average for 1910, 17,799. It's the leading paper.



**The Brooklyn Standard Union,** Printers' Ink says, "now has the largest circulation in Brooklyn". Daily average for 9 months, 1911, 60,003.

**Buffalo, Courier,** morn. Ave. '10 Sunday, 66,737, daily, 46,284; **Enquirer,** evening, 32,278.

**Buffalo, Evening News.** Daily average for 1908, 94,052; 1909, 94,307; 1910, 94,232.

**Gloversville and Johnstown, N. Y. The Morning Herald.** Daily average for 1910, 6,104.

### NEW YORK CITY

**The Globe** Largest high-class evening circulation. Daily average net cash sales, proven by A. A. A., July 1, 1910, to June 30, 1911, 105,333. For June, 1911, 116,698.

**New York, The World.** Actual av. 1910, Morning, 363,108. Evening, 411,320. Sunday, 467,404.

**Poughkeepsie, Star,** evening. Daily average year, 1910, 8,710; last four mos. 1910, 6,187.

**Schenectady, Gazette,** daily. A. N. Liech. Actual Average for 1910, 19,946. Benjamin & Kennor, 225 Fifth Ave., New York; Boyce Building, Chicago.

**Schenectady, Star.** Average 6 mos. 1911, 13,529. Sheffield Sp. Ag'cy, Tribune Bldg., N. Y.



**Troy, Record.** Av. circulation 1910, (A. M., 5,102; P. M., 17,687) 22,789. Only paper in city which has permitted A. A. A. examination, and made public there report



*W. J. finished daily line average*

**Miss. National Electrical Contractor**, mo  
Average for 1910, 2,636.

**NORTH CAROLINA**

**Charlotte, News**, leading evening and Sunday  
paper for 1910.

**NORTH DAKOTA**

**Grand Forks, Normandes**. Norwegian weekly  
Actual average for 1910, 9,076.

**OHIO**

**Cuyahoga, Evening Telegraph**. Daily average  
for 1910 1,783. **Journal**, weekly, 976.  
**Cleveland, Plain Dealer**. Est. 1841. Actual  
average for 1910: Daily, 87,135; Sunday, 114,044.  
For Aug., 1911, 99,791 daily; Sunday, 120,983.  
**Youngstown, Vindicator**. D'y av., '10, 18,698;  
LaCoste & Maxwell, N. Y. & Chicago.

**OKLAHOMA**

**Oklahoma City, Oklahoman**. Ave. August, 1911,  
daily, 24,568; Sunday, 40,005.

**PENNSYLVANIA**

**Erie, Times**, daily. 21,658 average,  
Sept., 1911. A larger guaranteed paid  
circulation than all other Erie papers  
combined. E. Katz, Special Agt., N. Y.  
**Johnstown, The Democrat** is THE clas-  
sified medium (circulating in a territory of over  
300,000); three to one as compared with its com-  
petitors.

**Johnstown, Tribune**. Average for  
12 mos. 1910, 13,228. Mar. 1911,  
14,585. Only evening paper in John-  
stown.

**Philadelphia, The Press** (©©) is  
Philadelphia's Great Home News-  
paper. Besides the Guarantee  
Star, it has the Gold Marks and is  
on the Roll of Honor—the three  
most desirable distinctions for  
any newspaper. Sworn average  
circulation of the daily *Press* for Sept., 1911,  
81,447; the Sunday *Press*, 168,011.

**Washington, Reporter and Observer**, circulation  
average 1910, 12,596; May, '11, 12,691.

**West Chester, Local News**,  
daily, W. H. Hodgson. Aver. for  
1910, 18,838. In its 37th year.  
Independent. Has Chester Co.,  
and vicinity for its field. Devoted  
to home news, hence is a home  
paper. Chester County is second  
in the State in agricultural wealth.

**Wilkes-Barre, Times-Leader**, evening; best me-  
dium of anthracite field for advertising purposes.  
**York, Dispatch and Daily**. Average for 1910,  
18,767.

**RHODE ISLAND**

**Pawtucket, Evening Times**. Average circula-  
tion 9 mos. ending Apr. 30, '11, 20,023—sworn.  
**Providence, Daily Journal**. Average  
for 1910, 23,785 (©©). Sunday, 30,771  
(©©). **Evening Bulletin**, 43,523 aver-  
age 1910.

**Westerly, Daily Sun**, George H. Utter, pub.  
Circulates in Conn. and R. I. Cir., 1910, 6,423.

**SOUTH CAROLINA**

**Charleston, Evening Post**. Evening. Actual  
daily average 1910, 6,460.

**TEXAS**

**El Paso, Herald**, year 1910, 11,881. Only  
El Paso paper examined by A. A. A.

**VERMONT**

**Barre, Times**, daily. Only paper in city. Av.  
1910, 5,625. Examined by A. A. A.  
**Montpelier, Argus**, d'y., av. 1910, 3,315. Only  
Montpelier paper examined by the A. A. A.

**VIRGINIA**

**Danville, The Bee**. Aver. Aug., 1911, 8,189,  
Sept., '11, 6,123. Largest circ. Only eve. paper.

**WASHINGTON**

**Seattle, The Seattle Times** (©©)  
is the metropolitan daily of Seattle  
and the Pacific Northwest. It  
combines with its 1910 cir. of  
84,761 daily, 84,701 Sunday, rare  
quality.

It is a gold mark paper  
of the first degree. Quality and  
quantity circulation means great *productive value*  
to the advertiser. *The Times* carried in 1910,  
12,328,918 lines, beating its nearest competitor  
by 2,701,284 lines.

**Tacoma, Ledger**. Average year 1910, daily,  
18,967 Sunday, 27,343.

**Tacoma, News**. Average for year 1910,  
19,312.

**WISCONSIN**

**Fond Du Lac, Daily Commonwealth**. Average  
Sept., 1911, 5,931. Established over 40 years ago.  
**Janesville, Gazette**. Daily average, August,  
1911, daily 8,639; semi-weekly, 1,647.

**Madison, State Journal**, daily. Actual aver-  
age for April, 1911, 7,147.

**Milwaukee, The Evening Wis-  
consin**, daily. Average daily cir-  
culation for first six months of  
1911, 44,000. Average daily gain  
over first six months of '10, 3,833.

Averaged daily circulation for June,  
1911, 45,439 copies. *The Evening  
Wisconsin's* circulation is a home circulation  
that counts, and without question enters more  
actual homes than any other Milwaukee paper.  
Every leading local business house uses "full  
copy." Every leading foreign advertiser uses  
Milwaukee's popular home paper. Minimum  
rate 5 cents per line. Chas H Eddy, Foreign  
Rep., 5024 Metropolitan Bldg., New York. Eddy  
& Virtue, 1054 Peoples' Gas Bldg., Chicago.

**Milwaukee, The Milwaukee  
Journal** (eve.) Daily Av. circ.  
for 12 mos., 60,010 Daily circ. for  
month of Sept., '11, 67,292. Daily  
gain over Sept., 1910, 4,888. Goes  
to over 60% of the Milwaukee  
homes. More city paid circ. than  
any two other Milwaukee papers combined.  
More city paid circ. than any other paper has  
total paid circ. More city paid circ. daily than  
the total paid of any Sunday paper. *Journal*  
leads in both Classified and Display adver-  
tising. Rate 7c. per line flat. C. D. Bertollet,  
Mgr. Foreign, 1101-10 Boyce Bldg., Chicago;  
J. F. Antisdel, 356 Fifth Ave., N. Y. City.

**Racine, Daily Journal**. Sept., 1911, circula-  
tion, 8,692. Statement filed with A. A. A.

**THE WISCONSIN AGRICULTURIST**

**Racine, Wis.** Established, 1877.  
Actual weekly average for year  
ending Dec. 31, 1910, 81,827.  
Larger circulation in Wisconsin  
than any other paper. Adv.  
\$4.20 an inch. N. Y. Office,  
41 Park Row. W. C. Richardson, Mgr.

**MANITOBA, CAN.**

**Winnipeg, Free Press**, daily and weekly. Av-  
erage for 1910, daily, 46,181; daily Aug., 1911,  
56,158; weekly 1910, 26,446; Aug., 1911, 27,492.  
**Winnipeg, Der Nordwesten**. Canada's National  
German weekly. Av. 1910, 18,484. Rates 56c. in-

**ONTARIO, CAN.**

**Fort William**, (farthest West city in Ontario).  
*Times Journal*, daily average, 1910, 3,105.

**QUEBEC, CAN.**

**Montreal, La Presse**. Daily average for  
Sept., 1911, 106,177. Largest in Canada.  
**Montreal, La Patrie**. Ave. 1910, daily—42,114;  
Sat., 66,510. Highest quality circulation.



# The Want-Ad Mediums

This list is intended to contain the names of those publications most highly valued by advertisers as Classified Mediums. A large volume of want business is a popular vote for the newspaper in which it appears.

## CONNECTICUT

**NEW HAVEN Register.** Leading want ad medium of State. Rate 1c. a word.

## DISTRICT OF COLUMBIA

**THE Evening and Sunday Star,** Washington, D. C. (☉☉), carries double the number of Paid Want Ads of any other paper. 1c. a word.

## ILLINOIS

"NEARLY everybody who reads the English language in, around or about Chicago, reads the *Daily News*," says the *Post-office Review*, and that's why the *Daily News* is Chicago's "want ad" directory.

**THE Chicago Examiner** with its 624,607 Sunday circulation and 210,667 daily circulation brings classified advertisers quick and direct results. Rates lowest per thousand in the West.

## INDIANA

**THE Indianapolis Star,** Indianapolis, Ind., is the leading "WantAd" Medium of the State. Rate 1 cent per word. Sunday circulation over 3 times that of any other Sunday paper published in the State.

## MAINE

**THE Evening Express and Sunday Telegram** carry more Want Ads than all other Portland papers combined.

## MARYLAND

**THE Baltimore News** carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad Medium of Baltimore.

## MASSACHUSETTS

**THE Boston Evening Transcript** is the Great Resort Guide for New Englanders. They expect to find all good places listed in its advertising columns.



**THE Boston Globe,** daily and Sunday, for the year 1910 printed a total of 479,877 paid want ads; a gain of 19,412 over 1909, and 347,148 more than were printed by any other Boston newspaper.



## MINNESOTA

**THE Minneapolis Tribune** is the recognized Want Ad Medium of Minneapolis.

## CIRCULATION



**THE Tribune** is the Leading want ad medium of the great Northwest, carrying more paid want ads than any other daily newspaper, either Minneapolis or St. Paul. Classified wants printed in Sept., 11, amounted to 268,501 lines. The number of individual advertisements published was 37,888. Rates: 1 cent a word, cash with the order, or 10 cents a line, where charged. All advertising in the daily appears in both the morning and evening editions for the one charge.



**THE Minneapolis Journal,** daily and Sunday, carries more paid Classified Advertising than any other Minneapolis newspaper. No free or cut-rate advertisements and absolutely no questionable advertising accepted at any price. Classified lines printed in Aug., 1911, amounted to 245,042 lines; the number of individual ads published was 28,163. Eight cents per agate line if charged. Cash order one cent a word, minimum, 20 cents.



## MISSOURI

**THE Joplin Globe** carries more Want Ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

## NEW YORK

**THE Albany Evening Journal,** Eastern N.Y.'s best paper for Wants and Classified Ads.

**THE Buffalo Evening News** is read in over 90% of the homes of Buffalo and its suburbs, and has no dissatisfied advertisers. Write for rates and sworn circulation statement.

## OHIO

**THE Youngstown Vindicator**—Leading Want Medium. 1c. per word. Largest circulation.

## PENNSYLVANIA

**THE Chester, Pa., Times** carries from two to five times more Classified Ads than any other paper. Greatest circulation.

## UTAH

**THE Salt Lake Tribune**—Get results—Want Ad Medium for Utah, Idaho and Nevada.

# (OO) Gold Mark Papers (OO)

"Advertisers value the Gold Mark Publications not merely from the standpoint of the number of copies printed, but for the high class and quality of their circulation."

## ALABAMA

The Mobile Register (OO). Established 1821. Richest section in the prosperous South.

## DISTRICT OF COLUMBIA

The Evening and Sunday Star. Daily average, 1st 6 mos. 1911, 68,326. (OO.)

## ILLINOIS

Bakers' Helper (OO), Chicago. Only "Gold Mark" journal for bakers. Oldest, best known. The Inland Printer, Chicago (OO). Actual average circulation for 1910-11, 17,104.

## KENTUCKY

Louisville Courier-Journal (OO). Best paper in city; read by best people.

## MASSACHUSETTS

Boston, American Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (OO).

Boston Evening Transcript (OO), established 1800. The only gold mark daily in Boston. Worcester L'Opinion Publique (OO). Only French paper among 75,000 French population.

## MINNESOTA

The Minneapolis Journal (OO). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

## THE NORTHWESTERN MILLER

(OO) Minneapolis, Minn., \$4 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (OO).

## NEW YORK

Brooklyn Eagle (OO) is THE advertising medium of Brooklyn.

Century Magazine (OO). There are a few people in every community who know more than all the others. These people read the Century Magazine.

Dry Goods Economist (OO), the recognized authority of the Dry Goods and Department Store trade.

Electric Railway Journal (OO). Covers thoroughly the electric railway interests of the world. MCGRAW PUBLISHING CO.

Electrical World (OO) established 1874. The leading electrical journal of the world. Average circulation over 18,800 weekly. MCGRAW PUBLISHING CO.

**Engineering News (OO).** Established 1874. The leading civil engineering paper in the world. Av. circulation over 17,500 weekly.

Engineering Record (OO). The most progressive civil engineering journal in the world. Circulation averages over 17,000 per week. MCGRAW PUBLISHING COMPANY.

Hardware Dealers' Magazine (OO). The Open Door to the Hardware Dealers of the World. Specimen copy upon request. Subscription Agents Wanted. 235 Broadway, New York City.

New York Herald (OO). Whoever mentions America's leading newspapers mentions the New York Herald first.

The Evening Post (OO). Established 1801. The only Gold Mark evening paper in New York. "The advertiser who will use but one evening paper in New York City will, nine times out of ten, act wisely in selecting The Evening Post." —Printers' Ink.

Scientific American (OO) has the largest circulation of any technical paper in the world.

The New York Times (OO) has a greater daily city sale than the combined city sales of the other three morning newspapers popularly ranked with it as to quality of circulation.

New York Tribune (OO), daily and Sunday. Daily, now one cent—the best for the least.

## OREGON

Better Fruit, (OO) the best and most influential fruit growers paper published in the world, monthly, illustrated. \$1 per year. Sample copies, advertising rate card on request. Better Fruit Publishing Company, Hood River, Oregon.

## PENNSYLVANIA

The Press (OO) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable circulation distinctions. Sept., 1911, sworn net average, Daily, 81,447; Sunday, 168,011.

## THE PITTSBURG (OO) DISPATCH (OO)

The newspaper that judicious advertisers always select first to cover the rich, productive Pittsburgh field. Best two cent morning paper, assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## RHODE ISLAND

Providence Journal (OO), only morning paper among 600,000 people.

## TENNESSEE

The Memphis Commercial-Appeal (OO) is the only paper in the state of Tennessee to have received the Gold Mark Award. It is also one of twelve dailies in the entire United States having taken the N. W. Ayer & Son audit of circulation (1910). The Commercial-Appeal passes both quality and quantity tests. Daily, over 82,000; Sunday, over 80,000; weekly, over 93,000.

## WASHINGTON

The Seattle Times (OO) leads all other Seattle and Pacific Northwest papers in influence, circulation, prestige.

## WISCONSIN

The Milwaukee Evening Wisconsin (OO), the only Gold Mark daily in Wisconsin. The home paper that deserves first consideration when advertising appropriations are being made.

# Table of Contents

## PRINTERS' INK

### October 26, 1911

Bringing System into Auto Selling.....	<i>Benjamin Briscoe</i>	8
	Pres., United States Motor Co.	
How to Write Ads to the Farmer.....	<i>James H. Collins</i>	8
Testimonials the Backbone of Packard Campaign.....	<i>Henry B. Joy</i>	17
	Pres., Packard Motor Car Co.	
Breaking into the New York Market—III.....	<i>W. R. Hotchkiss</i>	18
	Adv. Director, Gimbel Brothers.	
General Publicity as a Helper of Salesmen.....	<i>Robert F. Baldwin</i>	22
	Adv. Mgr., Welsbach Co.	
Copy Which Deftly Juggles Facts.....		24
N. C. R. Factory Lecture.....	<i>E. D. Gibbs</i>	26
	Former Adv. Director, National Cash Register Co.	
Chief Value of Racing Is Test of Cars.....	<i>C. C. Hanch</i>	31
	Treas., Nordyke & Marmon Co.	
Why Speedwell Car Advertised the Accident.....	<i>H. H. Wright</i>	35
	Adv. Mgr., Speedwell Motor Car Co.	
Turning Window Power on Auto Public.....	<i>Charles W. Hurd</i>	38
Hitching the Name of the Product to a Definite Service.....		43
Does "Atmosphere" Advertising Make Good!.....		48
	Symposium in which prominent automobile advertising managers explain their views of the matter. Contributing are J. L. Snyder, advertising manager of the E. R. Thomas Motor Car Co.; Charles W. Mears, advertising manager, Winton Motor Car Co.; George E. Twitmyer, advertising manager, Peerless Motor Car Co.; H. W. Ford, secretary, Chalmers Motor Co.; J. W. Gilson, assistant secretary Mitchell-Lewis Motor Co.; D. B. Williams, American Motors Co.; J. H. Newmark, advertising manager, Oakland Motor Car Co.; C. A. Emise, manager department of advertising, Lozier Motor Co.	
The Testimonial as a Result-Getter—II.....	<i>James W. Egbert</i>	53
Profitable Adventures in Foreign Language Papers.....	<i>S. C. Lambert</i>	60
Motor Truck Campaigns Taking to the Up-Grade.....	<i>Lynn G. Wright</i>	70
What Influenced Me to Buy My Automobile (A Symposium).....		78
"Reason-Why" Copy to Advertise Tires.....	<i>Alfred G. Stanley</i>	86
Auto Advertising Has Outgrown Sensationalism.....	<i>Charles T. Jeffery</i>	90
	Pres., Thomas B. Jeffery Co.	
What the Premium Does for Business—II.....	<i>Roy W. Johnson</i>	94
Campaign to Promote "Pure Fur Law".....	<i>Herbert H. Smith</i>	98
Editorials.....		100
	Will Automobiles Increase?—Successful Combating of Prejudice—Waves in Advertising—English Visitors at Dallas.	
The Automobile Show—Its Selling Value.....		104
Volume of Advertising in Leading Farm Publications for October.....		108
Federal Court Upholds Right to Family Name.....		109
The Little Schoolmaster's Classroom.....		116

## Seconds the Motion

That two page letter of Montgomery Hallowell's (General Advertising Director—United States Motor Company) on pages 14-15 of the October 12th issue of PRINTERS' INK, hit the nail so squarely on the head, that it called forth a decided endorsement from another big advertiser. Here is the letter:

THE DE LAVAL SEPARATOR COMPANY.  
NEW YORK, Oct. 13, 1911.

Editor of PRINTERS' INK:

I enclose herewith a mailing card received here this morning. It seems to me that an advertiser or a publisher who attempts to attract attention in this way (printing "*carte postale*" on the address side to suggest foreign origin) and deceives the recipient of his message really lays his whole proposition open to the same suggestion of deception.

This particular piece of mailing matter also evidences another weak link in that, although the writer has been in more or less correspondence with the concern for over a year, the circular is addressed to his predecessor, who has not been in this office for over a year and a half, and is at present the well-known advertising manager of a prominent farm paper.

My attention has just been called to pages 14 and 15 of the October 12 issue of PRINTERS' INK, and I think Mr. Hallowell has hit the nail squarely on the head, especially in view of the fact that a large proportion of the printed matter that is dumped on every national advertising manager's desk every day evidences about the same degree of advertising intelligence and forethought as does the sample herewith enclosed.

G. B. SHARPE,  
Publicity Manager.

It's a pretty safe estimate that 99% of the advertisers being deluged with publishers' circular matter would answer Ayel to this. So there you are, Mr. Publisher—circulars and no attention or PRINTERS' INK and an interested and resultful hearing.

# Montreal and Motor Cars

Owing to 70 per cent of the population of Montreal being composed of French Canadians, about two-thirds of the automobiles in the city are owned by French speaking people.

This is a fact that manufacturers should not overlook when working this territory.

The French Canadians of Montreal and surrounding districts are wealthy and pleasure loving, and will buy any good cars, regardless of price, provided they are told about them through the medium of their own newspapers.

Hundreds of cars will be sold here next summer and whether yours is among them or not, depends altogether upon your own efforts.

LA PRESSE is the largest daily paper in Canada without any exception, and as such, has proved a wonderful medium for the exploitation of several well-known makes of American cars.

Its circulation of over 100,000 daily, thoroughly covers Montreal and the other cities and larger towns where French is spoken.

LA PRESSE (weekly edition, circulation 45,000) is the great agricultural paper of the French Canadian farmers and covers the village and rural population as thoroughly as LA PRESSE daily covers the cities and towns.

By using these two great French papers you can place your advertising before practically the whole French population of the Dominion.

**THIS IS WORTHY OF CAREFUL ATTENTION ON YOUR PART. WRITE FOR FURTHER PARTICULARS.**

*(Circulation audited and guaranteed by A. of A. A.)*

## LA PRESSE

MONTREAL, CANADA

Largest daily circulation in Canada without exception

Sworn daily average circulation for Sept., 1911,  
**105,177**



Special (Salaried) United States Representatives  
**WM. J. MORTON COMPANY**  
Brunswick Bldg. New York      Hartford Bldg. Chicago

